

SOUTHERN AUTOMOTIVE JOURNAL

COVERS THE
19 SOUTHERN AND
SOUTHWESTERN STATES

PASS IT ON!

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September, 1953

Continued Page 61

Don't settle for 1/2 chrome!

No Chrome piston ring set is "complete" unless it offers the wear protection of solid chrome plating on the TOP ring, as well as the oil ring!

Here's why Perfect Circle's 2-in-1 Chrome Piston Ring Sets give *complete* wear protection. Thick solid chrome plating protects both the TOP ring . . . operating where pressure is greatest, heat is highest, lubrication is poorest . . . AND the rails of the oil ring, for positive oil control without danger of scuffing or scoring!

That's why 2-in-1 has established new standards of piston ring performance . . . why it seals compression and controls oil for *over twice as long* as old style rings. And only 2-in-1 furnishes an alternate Hi-Pressure spring with each oil ring to assure positive control even in badly worn cylinders.

When you install a chrome set, make sure you get *complete* chrome protection. Don't settle for less than the best . . . 2-in-1! Perfect Circle Corporation, Hagerstown, Indiana; The Perfect Circle Co., Ltd., Toronto, Ontario.

Solid chrome plating on both the top compression and the oil rings gives **COMPLETE WEAR PROTECTION** through entire area of ring travel.

Perfect Circle 2 in 1 chrome piston ring set
The Standard of Comparison



There is no substitute for the

6,500,000 miles of

Raybestos

Proving Ground Tests

Raybestos PG Sets have a background of quality that just can't miss—6,500,000 miles of Proving Ground tests and 50 years of engineering experience. There's a factory packaged combination for every make and model of car and each one promises safer, surer stops and longer lining life. Use this quality and the famous Raybestos Brake Certificate to build yourself a service reputation and a sound, profitable business. You can count on Raybestos—as dealers have for 38 years—to help you pull in business with preselling ads in the leading consumer publications



LINED BRAKE SHOES or BOXED SETS
in the correct brake lining combinations for every make and model of car. Bonded or riveted. Every piece branded for your protection.

**CONSISTENTLY ADVERTISED IN THE
POST and Farm Journal**

DON'T BUY INFERIOR BRAKE LINING. IT'S DANGEROUS!

Reline with
Raybestos **PG SETS**
AMERICA'S BIGGEST SELLING BRAKE LINING



RAYBESTOS DIVISION of Raybestos-Manhattan, Inc., Bridgeport, Conn.

RAYBESTOS-MANHATTAN, INC., Manufacturers of Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Hose • Industrial Rubber Products
Rubber Covered Equipment • Asbestos Textiles • Teflon Products • Packings • Sintered Metal Products • Abrasive and Diamond Wheels • Bowling Balls

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Volume 33

Number 9



"Never had an engine leak with PERMATEX FORM-A-GASKET"

says: —ALBERT LINZ, in charge of Engine Rebuilding,
Northeastern Auto Supply, Baltimore, Md.



"We use Permatex Aviation Form-A-Gasket on every gasket, joint, thread or connection on every engine we rebuild. We specialize in the rebuilding of racing and truck engines. We

just cannot take chances of having a leak in any engine we rebuild. Our experience and Permatex must be a good combination: We have never had a leak."

YOU CAN WIN

\$5.00

FOR YOUR SUGGESTION

We are giving away a flock of \$5.00 awards every month during 1953 for the best suggestions on the use of Form-A-Gasket. Tell us how you use it and how it helps you do a better job. It's easy to win. Write your suggestion on the official Form-A-Gasket Service Suggestion Blank, available through your jobber's salesman or counter man, Permatex representative who calls on you, or write us.



3 TYPES FOR YOUR CONVENIENCE

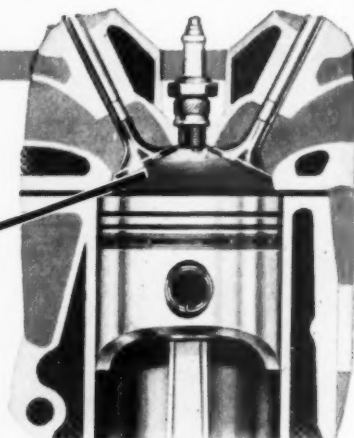
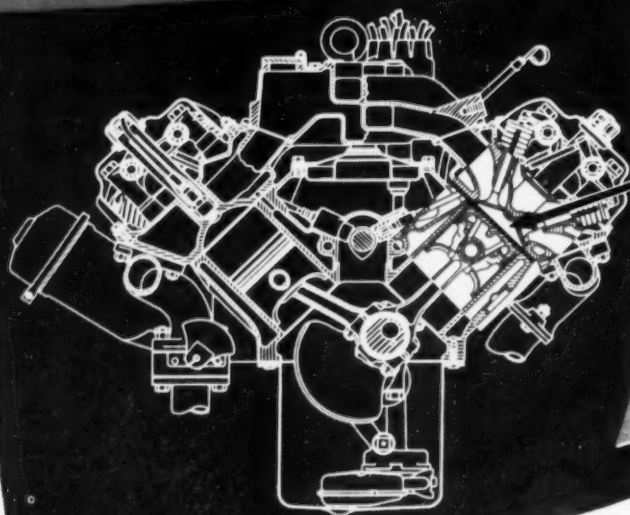
No. 1 sets quickly, dries hard. No. 2 sets slowly, is non-hardening. No. 3 AVIATION is a brushable liquid that sets to a paste. All three make leakproof, pressure-tight seals in threaded, hose and flange connections.

PERMATEX COMPANY, INC.

Brooklyn 35, New York

Over 50 Chemical Products for Better
Automotive Maintenance.

Here's Why THE **McCORD** **EMBOSSSED STEEL GASKET** Is the Greatest Gasket Development of the Age



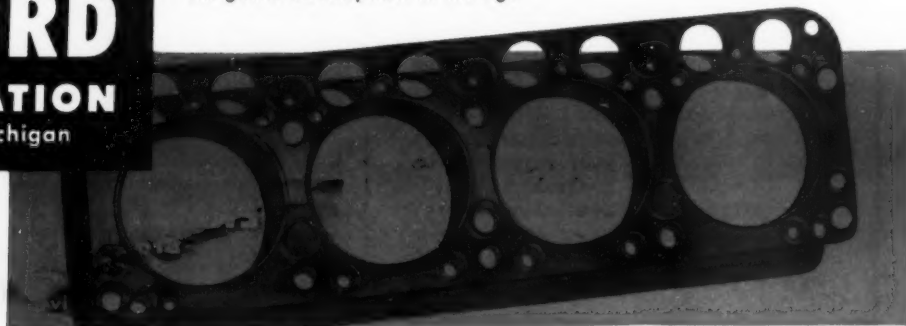
The design of the embossing provides a perfect seal at the combustion chamber. Less surface is exposed to the flame.

The McCord all metal embossed steel gasket is a basic part of today's modern "V" type engines. More horsepower in a smaller package and higher compression ratios made necessary a new type of gasket to seal these motors.

The design of the McCord embossed steel gasket provides an even and uninterrupted flow of heat between head and block and reduces the possibility of head distortion. With less exposed surface, it provides a perfect seal at the combustion chamber and water outlets.

McCord's "Know How" and engineering background made possible the gasket development of the age.

McCORD
CORPORATION
Detroit 11, Michigan



Amazing development in Oil Filtration!



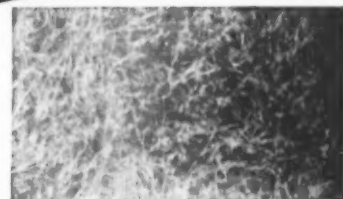
DENSITE makes the difference!

● Hastings gets oil cleaner, keeps oil cleaner—this fact is easy to see and easy to sell!

Hastings gives you an entirely new type of oil filter cartridge—with a new, different filtering material, *Densite*. *Densite* is made from springy, lively, specially-selected raw cotton fibres. Hastings packs these fibres by a new method, under pressure, so there are more than 5½ million in a single ounce.

Densite fibres are distributed uniformly, interlocked in every direction. Oil must flow through countless tiny openings. Each fibre works independently, exposing its entire surface to catch dirt, dust and abrasives. And the cartridge performs efficiently until every surface of every fibre is coated completely.

Both filtering material and metal containers are different in appearance and in performance. Both have been extensively proved in the field and in tests supervised by Pittsburgh Testing Laboratory. Fast acceptance and steady sales are proved, too, in market after market, coast to coast. Write for illustrated catalog.



*Densite Filtering Material**—Note the extreme density of the fibres, the microscopically tiny openings through which oil must travel, the tremendous surface area of fibres to which dirt adheres.



*Cotton Waste Type Medium**—Note the comparatively large spaces through which oil and dirt may pass. Compare the number of separate fibres and the area of fibre surfaces.



*Paper Pack**—Note the "spotty" construction, heavy in certain areas, sparse in others. Paper is only a few thousandths of an inch thick. Light spots indicate voids through which dirt particles may pass.

*Each of the three photomicrographs above is enlarged 25 diameters.

OIL FILTER DIVISION • HASTINGS MANUFACTURING CO. • HASTINGS, MICHIGAN

Oil Filters, Piston Rings, Spark Plugs, Casite, Drout



For
**REPAIR • INSTALLATION
ASSEMBLY • INSPECTION**

THOUSANDS OF MECHANICS—Models with various inch-pound and foot-pound capacities, with different drive sizes, and with ratchet or plain head, handle practically all torquing jobs. Wherever used, the super-fast PROTO Torquer pays for itself quickly in time saved.

BIG NEWS!!

**Both Inch-Pound and
Foot-Pound Models of
Amazing PROTO Torquer
Now Available!**

Announced in January! Over 30,000 bought by March 31!! That's the whirlwind success story of the sensational PROTO torque-limiting wrench. So enthusiastic was the acceptance of the foot-pound models that production efforts were tripled to speed the addition of inch-pound models. Now both kinds are available. And that means all types of industries and mechanics can buy the Torquer they prefer. You get the same time, temper and money-saving advantages, plus closer unerring readings in the inch-pound models. Buy the Torquer of your choice from your PROTO dealer today! Send 10¢ for 68-page catalog of entire line to

PROTO TOOL COMPANY
2214Z Santa Fe Ave., Los Angeles 54, Calif.



Ratchet Head Model

Head Only or
Plain Head Model

Fastest Torque Wrench in the World

- * Automatic Torque-Limiting Release
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- * Reversible Ratchet Head Type Saves Time

More Big Features

- * Can be Used in Dark, Noisy and "Blind" Locations
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- * All-Steel Trouble-Free Construction
- * Light in Weight and Easy to Use

PROTO TOOLS
® PROTO means PROfessional TOols

Eastern Factory—Jamestown, N.Y. Canadian Factory—London, Ont.



The Ashton Model 10-D demountable wrecker is designed for mounting on any $\frac{3}{4}$ -1 ton pickup having a 4-speed transmission and helper springs. It is ideal for emergency calls ranging from tire changes to passenger car tow jobs . . . it does many lifting jobs in the yard or in the shop . . . or with the boom, supports and tow plate removed there is plenty of clear space in the box for ordinary pickup work. The 10-D has ample winching power, safety controls, safety boom lockpins, safety chains plus the Ashton spacer and lift bar assembly.

MODEL 10-D



This Ashton wrecker mounts on $1\frac{1}{2}$ -2 ton chassis and is equipped for heavy lifting and recovery work. The $3\frac{1}{2}$ ton capacity crane and $7\frac{1}{2}$ ton winch safely handles the load. The features include: Extra strong, forward-mounted, all steel "A" frame which gives maximum weight distribution and more usable body space. Four-line cable suspension. Hand winch, improved power take-off and drive linkage plus safety chains, remote controls, and the Ashton spacer and lift bar equipment.

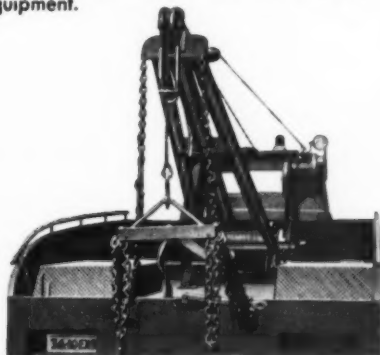
MODEL 19-51 BW

only
Ashton

**OFFERS SO MUCH WRECKER
EFFICIENCY AND VALUE
AT SUCH LOW PRICES**

MODEL 34-10 EXB

Maximum strength and efficiency are featured in this powerful wrecker. Mechanical features include: Forward mounted, solid steel "A" frame, telescopic extension boom which can be raised or lowered from 0° to 80° . Boom extends from a normal $8\frac{1}{2}'$ (towing position) to 14'. New four-line cable suspension gives essential support at center and end of boom. Boom capacity 10 tons, power winch 15 tons, hand winch 5 tons. Self centering boom head. Standard and extra heavy duty spacer and lift bar are standard equipment.



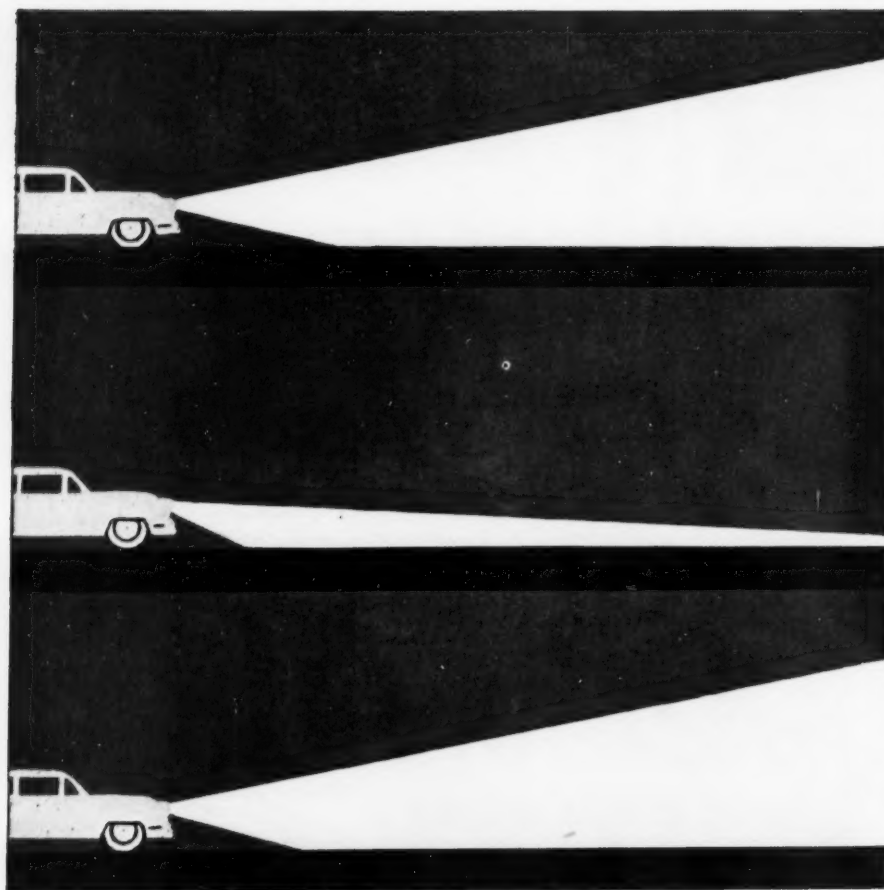
MODEL 19-51 EXB

America's most versatile power wrecker and mobile crane. The extension boom quickly recovers difficult wrecks without complicated rigging, raises heavy loads 14' high. Ideal, dual purpose unit for construction and municipal jobs. Features include: Solid, forward-mounted "A" frame, telescopic boom raises from 0° to 80° , self-aligning boom head, new double cable suspension, with sheaves at center and end of boom. Power winch $7\frac{1}{2}$ tons safe load, 2 ton hand winch, all-steel all-welded body, safety tread floor, Ashton spacer and lift bar assembly. Remote control levers.



ASHTON POWER WRECKER EQUIPMENT CO., INC.
1701 W. LAFAYETTE AVE. Woodward 3-1996 DETROIT 16, MICHIGAN

PROFITABLE DISTRIBUTOR FRANCHISE AVAILABLE.



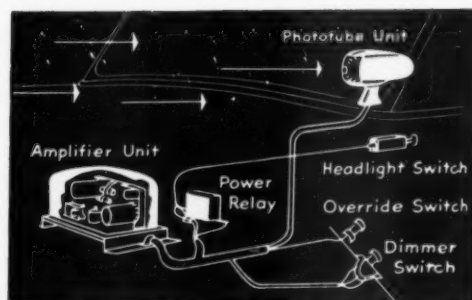
DIM

Automatically AT NIGHT!

Now car owners can drive after dark and really like it! Guide's new Autronic-Eye automatically takes over the entire job of headlight control . . . adds safety and convenience by ending "when-to-dim" guesswork.

The Autronic-Eye phototube unit on the instrument panel picks up approaching headlight beams . . . flashes an electronic command to an amplifier under the hood—and *lights dim automatically!* When all oncoming traffic has passed, the *Autronic-Eye* brings headlights back to bright again—*automatically!*

Ask your Cadillac, Oldsmobile, Pontiac or Chevrolet dealer for an Autronic-Eye demonstration . . . or write for complete information.



AUTRONIC-EYE[®]

AUTOMATIC HEADLIGHT CONTROL

GUIDE LAMP DIVISION • GENERAL MOTORS CORPORATION • ANDERSON, INDIANA

INSTALL *Lasco* BONDED BRAKE SHOES

MADE BY AN ORGANIZATION OF ENGINEERS



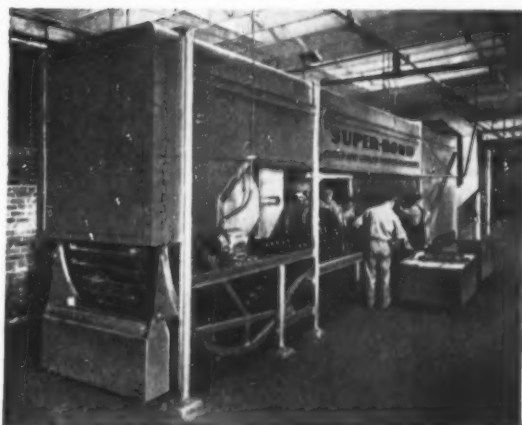
- 1 Selection of the two finest brake linings made — LASCO SUPER BLOX, Mountain Master Type; and LASCO BLUE LABEL.
- 2 Shot peening brake shoes instead of buffing—produces pitted surface, permitting a BOND many times stronger.
- 3 SHOE EXCHANGE that will put you, the brake specialist, into TOP QUALITY CLASS. Turn out brake jobs that need no adjustment for 15,000 miles — GUARANTEE jobs up to 50,000 miles, and lining jobs that will last for life of car.

LASCO SUPER BLOX, Mountain Master Type, is a premium grade brake material, compounded of 16 different ingredients, recommended for the most severe service on the heaviest passenger cars and light trucks; for taxi cab and truck fleet operators. It's America's Finest Brake Lining.

LASCO BLUE LABEL is our standard type brake lining which has won its reputation in regular passenger car service. It is a non-fading type lining which gives smooth and comfortable performance, providing easy stops with a soft pedal.



LASCO BONDING BLOCKS, with bonding agent applied, are available in either type of material described above, to brake shops prepared to do their own bonding. Supplied in standard packages of 80 pieces, in sizes for all modern vehicles.



In this giant bonding machine, the finest in America, LASCO BRAKE MATERIALS with SUPER BOND applied, are clamped to brake shoes under pressure. The bonding machine incorporates an electronically controlled oven in which the bond is CURED under pressure; and it also has a COOLING section in which the bonded shoes are COOLED while still under pressure. This results in adhesion many times stronger.



LASCO BRAKE PRODUCTS CORP., LTD.

St. Louis 2131 Locust St. FORT WORTH 910 Florence St.	Oakland 2615 Magnolia St. SAN FRANCISCO 98 - 12th St.	Pittsburgh 4024 Liberty Ave. SALT LAKE CITY 541 So. State St.	Memphis 300 Madison Ave. SEATTLE 714 E. Pike St.	Kansas City 1630 McGee St. PORTLAND N.W. 15th & Davis SPOKANE 1319 W. Second Ave.	Los Angeles 807 E. 8th St. SACRAMENTO 1217 - 16th St.
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LAHER TIRE & RUBBER CO., INC.

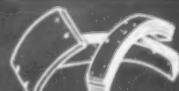


LAHER BATTERY PRODUCTION CORP.



LAHER SPRING & TIRE CORP.

LAHER INDUSTRIES



LASCO BRAKE PRODUCTS CORP., LTD.

For
TOP QUALITY
and
PERFORMANCE
STOCK and SELL
Flare

- 1** Mixes perfectly with all original equipment and other standard brand fluids!
- 2** Will not freeze at low temperatures.
- 3** Flare will not corrode brake parts or swell rubber cups—it's harmless to use!
- 4** Uniform quality is assured by close laboratory supervision!
- 5** Flare performance is backed by twenty years manufacturing experience!



Flare **HYDRAULIC
BRAKE FLUID**

Flare is available in 12-oz., pint, quart, gallon, 5-gallon (with special handy pouring spout), and 54-gallon containers.

THE BELL CO., Inc.

407 North Wolcott Avenue

Chicago 22, Illinois

the chrome set that gives heavy duty service...



and seats
fast, too!



MOOG 241 chrome PISTON RINGS

Engineered to seal—to seat—to outperform

Moog 241 Chrome Piston Rings were developed to meet the demand of expert motor repairmen for chrome long lasting wear but with *quick seating* features as well.

MOOG HAS BOTH—regular and chrome—the famous X-plus Full Power Set with metered oil control, and the 241 Chrome set that *Will Seat—Won't Scuff*.

HAVE YOU TRIED MOOG PISTON RINGS?

MOOG INDUSTRIES, INC., ST. LOUIS 14, MO.

Manufacturers of

COIL ACTION PARTS • LEAF SPRINGS • CHASSIS PARTS • COIL SPRINGS • PISTON RINGS



**WILL
SEAT—
WON'T
SCUFF**

© 1953 M. I. I.

MOOG



BOWER

ROLLER BEARINGS

Precision made for rugged service

BOWER tapered roller bearings are Spher-O-Honed . . . honed raceways, with contours matching the roll ends for better load distribution and quieter operation. Bower's higher flange means a bigger oil groove, positive lubrication. Install Bower, and you install dependability!

*Ask Your
Federal-Mogul Jobber*

FEDERAL-MOGUL SERVICE

(Division of Federal-Mogul Corporation)

DETROIT 13, MICHIGAN

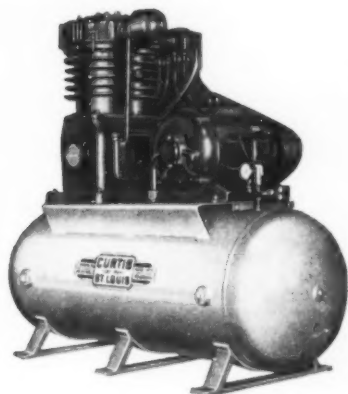


Curtis

AUTOMOTIVE SERVICE EQUIPMENT

MAKES YOUR WORK EASIER...

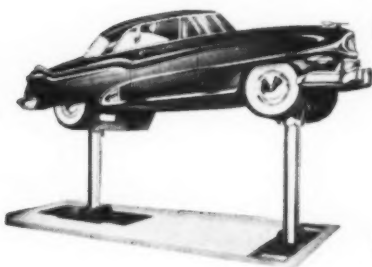
Backed by 99 years of "Know How"



Tank Mounted Air Compressors 1/4 H.P. to 15 H.P.

- Up to 78 cubic feet per minute
- Either single stage or two stage
- Timken bearings • Self oiling
- Precision built • Designed for accessibility
- A.S.M.E. tank for 200 pounds
- Automatic start and stop or for continuous operation

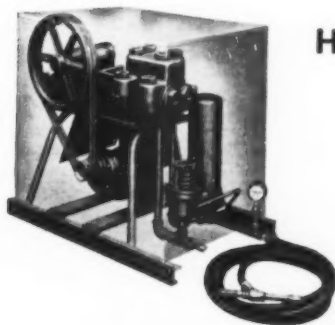
Also base mounted up to 300 cubic feet



Full Hydraulic Two-Post Shop Lift

- No long deep pit needed—saves on installation cost
- 60" wheel base; handles all cars
- 72" plunger travel • Plenty head and elbow room
- Deep front yoke for maximum accessibility
- Flush with floor when in lowered position

Also Single-Post rotating lifts and Two-Post truck and bus lifts



High Pressure Hydraulic Car Washer

- 300 lb. pressure
- Self-oiling pump • Designed for accessibility
- Brass-lined cylinders
- Quiet in operation
- Precision built

Call your CURTIS Jobber... or mail
this coupon for information:

CURTIS PNEUMATIC MACHINERY DIVISION

of Curtis Manufacturing Company (Since 1854)
1938 Kienlen Avenue • St. Louis 20, Missouri

CURTIS PNEUMATIC MACHINERY DIVISION

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I am interested in items checked:

- ☐ AIR COMPRESSORS ☐ AUTO LIFTS (Single-Post) ☐ Two-Post
☐ POWER CAR WASHERS

Name.....

Firm.....

Street.....

City..... Zone..... State.....

Soundmaster **FITS**

... NOT 1,
NOT 2, BUT
ALL 3 WAYS!



1

HORSEPOWER FIT

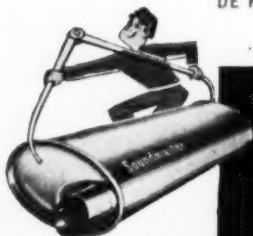
For every engine, there is an established, correct back pressure limit. Excessive back pressure above that level steals power, wastes gas, leads to sludging and engine re-

pairs. That's why each Soundmaster Muffler is engineered for correct back pressure on each specific make and model—never above the accepted limit—for all the power the car can deliver!

2

MECHANICAL FIT

Length, size and shape of shell . . . size and location of inlet and outlet . . . all are engineered specifically for a particular car. Result: Soundmaster mechanical fit spells Fast Installation Time—more profit on every job.



DE KOVEN MANUFACTURING COMPANY • RACINE, WIS.

3

ACOUSTICAL FIT

Soundmaster Mufflers are engineered to control not only total exhaust noise on a given car, but also the individual, irritating sounds which occur at different speeds and loads. Result: "full-range" noise control!



Soundmaster

**MUFFLERS FIT
ALL 3 WAYS!**



*When Customers Come In
for An Engine Oil Change,
always say—*

**"And I'll Change
Your Element, Too"**

7 out of 10 will say YES!



**Install
the One That Protects
More New Car Engines
Than Any Other Brand**

Only Dodge Offers 3-Way Dealer Profits

From a Single Sales Agreement!

3 GREAT WINNERS

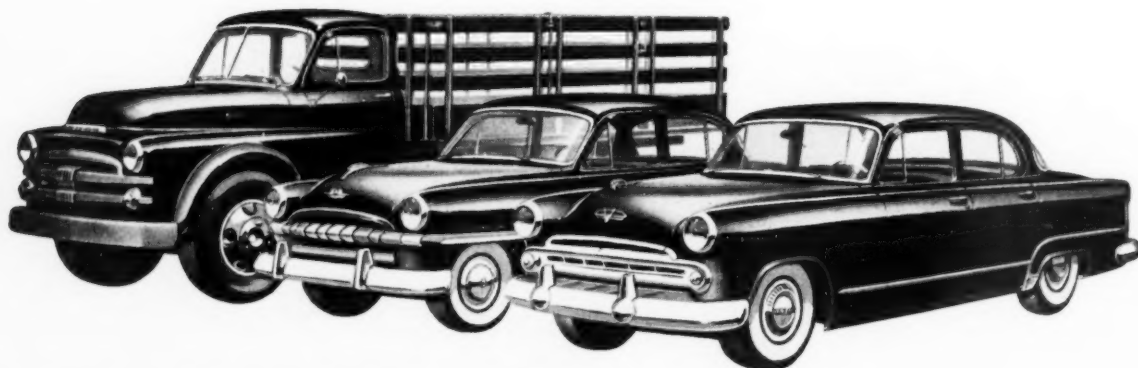
- 1 **DODGE action-built CARS** . . . take the measure of all "eights".
- 2 **PLYMOUTH** . . . 3rd largest selling car in America.
- 3 **DODGE "Job-Rated" TRUCKS** . . . meet 98% of all hauling needs.

3 IN 1 AGREEMENT

Dodge dealers profit from the sales of "all three"—the only profit opportunity of its kind in the auto industry.

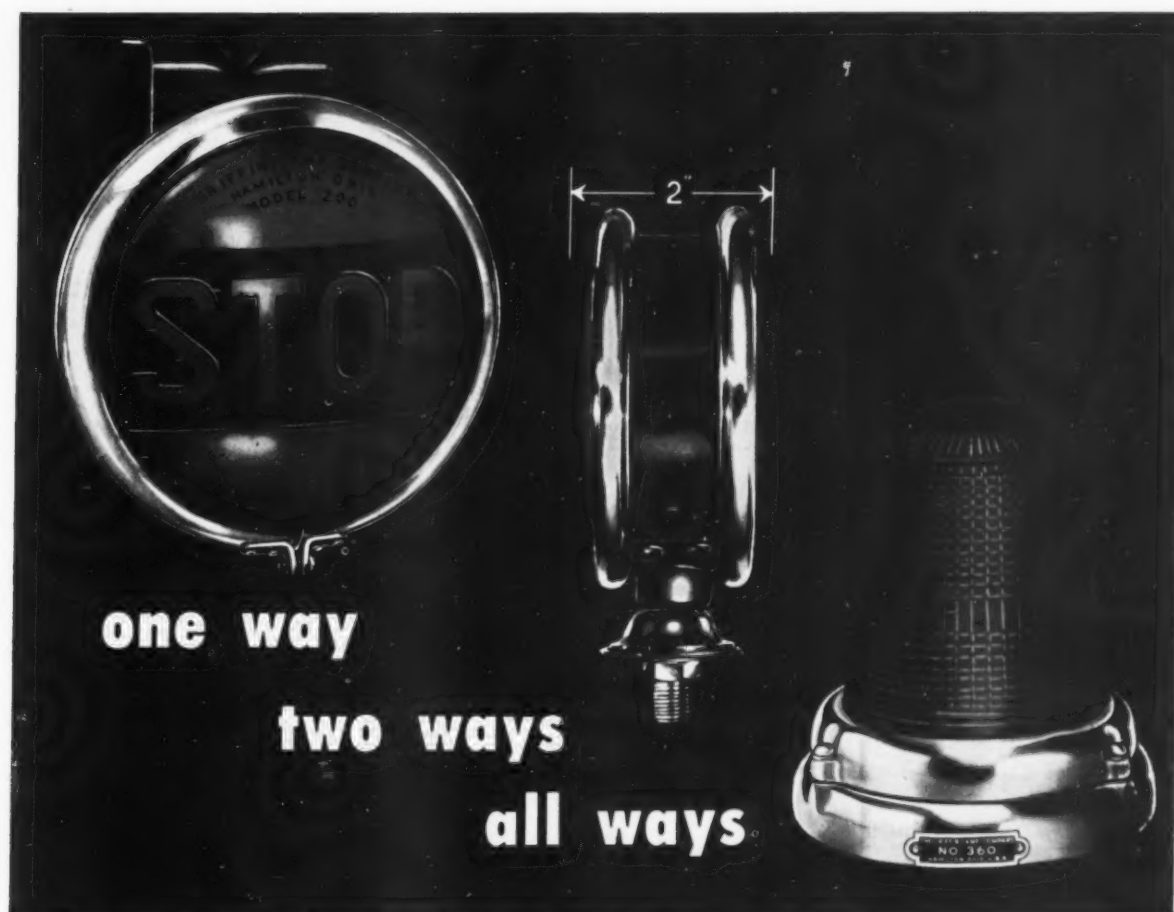
3 BIG ADVANTAGES

- 1 **A single overhead for "all three"** . . . reduces operating costs . . . raises net income!
- 2 **Helpful field force** . . . assists in dealer effort.
- 3 **Sales-building factory aids** . . . available in selling, merchandising, training ideas.



WRITE TODAY FOR COMPLETE DETAILS

DODGE DIVISION of Chrysler Corporation • Detroit 31, Mich.



... Griffin Leads In Safety Lighting

● Griffin gives you the answer to all safety lighting needs. Whether it's stop lamps, turn signals, warning signals, clearance and marker lamps, mirrors—you name it, Griffin makes it—better!

Pick up a Griffin lamp—look at it. You'll find it's heavier, sturdier, tougher, able to stand

up under years of rugged fleet wear. Every Griffin lamp is fleet engineered for longer life, trouble-free service—and to keep maintenance and replacement costs to a minimum.

See your Griffin jobber now. You'll find it pays to concentrate on Griffin—the complete line engineered for fleet use, alone.

THE GRIFFIN LAMP COMPANY • HAMILTON, OHIO

Model No. 200 Whopper stop lamp, 7 1/4" diam. 4" depth. Finished in black enamel. Stainless steel door. Lens color red or amber.

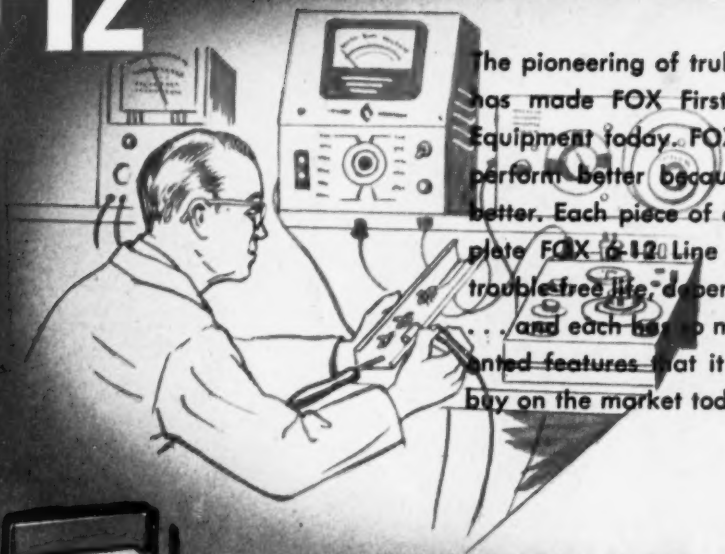
Model No. 550 New class A, Type 1, double faced turn signal. Only 2" deep—needs no reflector. Throws an amber signal forward and red signal to the rear with one bulb and a single set of wires.

Model No. 360 Emergency warning blinker. A high intensity warning blinker with 360° lens. Visible all around the horizon in brilliant sunlight or total darkness.



Where Engineering makes the Difference

6-12



The pioneering of truly engineered products has made FOX First in Battery Servicing Equipment today. FOX testers and chargers perform better because they're engineered better. Each piece of equipment in the complete FOX 6-12 Line is designed for long, trouble-free life, dependability and simplicity... and each has so many more special patented features that it is the most desirable buy on the market today.



BATTERY CELL COMPARATOR

Model TC612. Tests any 6 or 12 volt battery before or after charge. No plug-in for outside current. Automatically corrects polarity.



VARITEMP BATTERY MAINTAINER

Model S50. Up to 50 6-volt or 25 12-volt batteries. Output varies with temperature; maintains constant charge per unit regardless of number of batteries.



TRIP-L-CHEK OPEN CIRCUIT HAND BATTERY TESTER

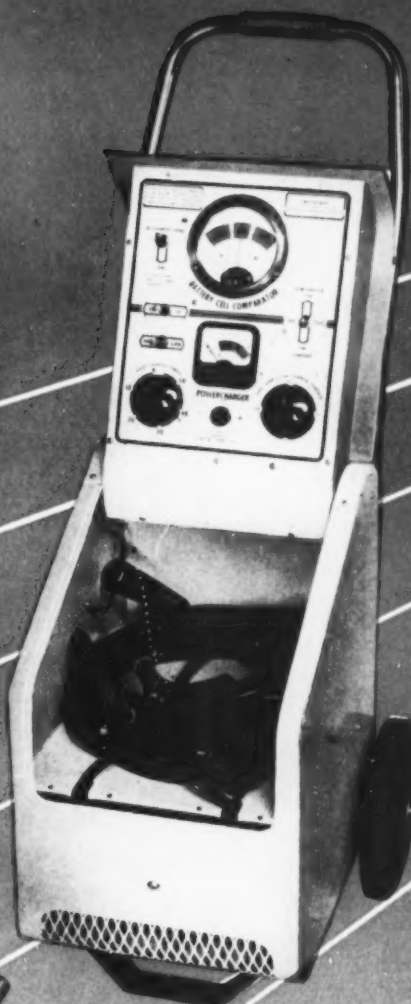
Model T0. Tests state of charge . . . Tests batteries under load . . . Tests voltage regulator output. Encased in rubber to withstand shock.

...FOX IS WORTH THE DIFFERENCE!



**TUNGAR
SLOW CHARGER**

Model W12. Up to 12 6-volt batteries or 6 12-volt batteries at 6 Amperes.



LO-BOY DELUXE

Models LW612 and LA612 with built-in Comparator Tester. 100 Amps. 6 volts; 50 Amps. 12 volts.



**20 AMP.
POWERCHARGER**

Model H612. Portable Boost Charger. 20 Amps. 12 volts; 20 Amps. 6 volts.



**PORTABLE 6-12
POWERCHARGER**

Model GW612 with Safety Therment* Control that automatically protects batteries against overheating and overcharging. 80 Amps. 6 volts; 40 Amps. 12 volts.

FOX PRODUCTS COMPANY

4720 NO. 18TH ST., PHILA. 41, PA.

*Trademark of Fox Products Co.

DUTCH BRAND

Trim Cement...

Weatherstrip Cement...

Drip-Seal



stop leaks permanently around windshields and windows

DUTCH BRAND Cements are made specially to take care of those quick repairs... Drip-Seal for stopping leaks around windshields and windows, Trim Cement for cementing fabric to fabric or fabric to metal, Weatherstrip Cement for cementing rubber to rubber or rubber to metal. Each cement has characteristics best adapted to its special use and is made specially for auto repaint and repair shops.

You should have all three on hand at all times.

They are available in handy tubes or in cans with applicators. Specify DUTCH BRAND.



ORDER FROM YOUR JOBBER

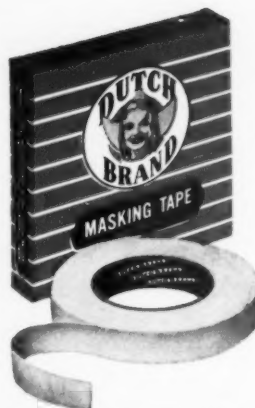


VAN CLEEF BROS. INC.

Manufacturers of Rubber Products

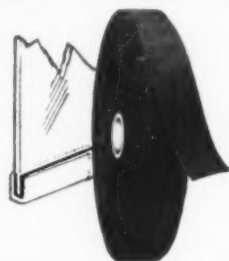
DIVISION OF Johns-Manville

7800 WOODLAWN AVE. • CHICAGO 19, ILLINOIS



DUTCH BRAND MASKING TAPE is easy to use...

DUTCH BRAND Masking Tape is thin, flexible, strong and has the correct adhesive... all qualities that make it an easy tape to use when masking.



DUTCH BRAND TUFF-PAK window channel packing

Tuff-Pak is made of special grade, clean, uniform-size ground cork combined with long life rubber compound... applied to rough cotton sheeting. It features long life, flexibility, extra strength and weather-proof qualities. Four thicknesses are available. 1/32", 3/64", 1/16", 3/32".



DUTCH BRAND RUB'R-STRIP is ideal for replacement of original equipment

Rub'R-Strip is available in three standard shapes and sizes for correct replacement of original equipment. It comes in a dispensing box with rule at base for easy measuring of lengths. Order a supply from your jobber today.



1. When a customer shells out for a car today, he expects full value for his investment . . .



2. And if he doesn't get top performance, he's going to be roaring mad about it.



3. But if you want to keep him happy as a pup . . .

© 1963, Ethyl Corporation, New York 17, N. Y.



4. The wise thing to do is tell him to use "Ethyl" gasoline and get all the *power* he paid for. (Of course, the timing should be set for "Ethyl" gasoline.)



AGAIN IT'S

DU PONT

ANTI-FREEZE

DEALERS SAY, "IT'S THE BIGGEST MERCHANDISING IDEA THAT EVER HIT THE ANTI-FREEZE BUSINESS." READ HOW IT HELPED THEM INCREASE PROFITS ON ANTI-FREEZE, PARTS, CHEMICALS, AND WINTERIZING SERVICE.



"IT HELPED ME improve my service and dumped more money in my till . . . probably put around \$1,000 more in the cash register than the previous year!"

Joe Davis
Sweeney Super Service
Peoria, Illinois



"BY PROMOTING 'Anti-Freeze Week,' servicing of radiators was made at leisure . . . and sales of parts increased 130% . . . it's a good idea!"

Dick Gietzen
Gietzen Sinclair Service
Grand Rapids, Mich.



"MY ANTI-FREEZE sales doubled the amount I'd sold before. What's more, I sold \$175 worth of parts, chemicals, and service."

Ross Collier
Inwood Super Service
Station
Dallas, Texas

"WE SOLD \$250 more anti-freeze than last year . . . and had a \$125 increase in the sales of cooling system parts and services."

Edwin Goldich
Edward Goldich Service
Station
Northampton, Mass.



"DU PONT'S 'Anti-Freeze Week' increased my sales of anti-freeze 35% over any previous year. Sales of hose, clamps, thermostats and other cooling system services increased 50%!"

Jack H. Williams
Jax Service, Inc.
Toledo, Ohio



"IT GAVE US plenty of time to handle the flood of emergency calls from folks who weren't our regular customers. This way we picked up about 30 new regulars."

Garry J. White
Schenectady, New York



"IT GAVE ME an early start in selling anti-freeze and boosted my sales up more than 30% over last year's. Sales of hoses and clamps were up too!"

Craven Turner
Tire Sales and Service
Raleigh, N. C.



"I THINK Du Pont's 'Anti-Freeze Week' is a darned good idea. We sold 100 more gallons of anti-freeze this year . . . and cooling system parts amounted to about \$200 more than last year's."

William H. South
Pittsburgh 21, Pa.



"IT'S THE BEST set-up for bringing in winterizing business we've ever had. We sold about 25% more 'Zerone' and 'Zerex' than we did the year before."

John Patton
Smith Oil Service Station
Rockford, Illinois



Du Pont "Zerone" . . .
America's economy anti-freeze buy

Again this year Du Pont's "Anti-Freeze Week" will help you beat that last-minute anti-freeze rush. No more frozen fingers . . . no more sore customers . . . no lost business. And by tying in with "Anti-Freeze Week"—by pushing this sales-boosting Du Pont idea in your own locality—by putting up point-of-sale material—you can raise your winter sales to the highest point ever.



Du Pont "Zerex" . . .
the outstanding premium anti-freeze

WEEK

AT "ZERONE" AND

REG. U.S. PAT. OFF.

"ZEREX" DEALERS

REG. U.S. PAT. OFF.

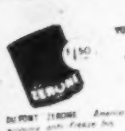
OCTOBER 12 TO 17

AGAIN...

**YOUR CUSTOMERS
WILL BE TOLD WHY (IN
WORDS AND PICTURES)
IT'S BEST TO COME IN
FOR EARLY SERVICING**

IT'S ANTI-FREEZE WEEK

at Du Pont "ZERONE"
and "ZEREX" dealers



YOU CAN DEPEND ON A DU PONT ANTI-FREEZE
Most motorists do. You get complete
anti-freeze and anti-rust protection
all winter long.



DU PONT "ZEREX" The car that
winters long and freeze-free.

Here's the ad that will hit your customers
right between the eyes at the beginning
of Du Pont's "Anti-Freeze Week." From then
on, brother, watch your business grow!


REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

AGAIN...

**"ACROSS-THE-BOARD"
ADVERTISING—ACROSS
THE LAND—WILL SELL
"ZERONE" AND "ZEREX"**

NATIONAL MAGAZINES

Your customers can't miss these exciting color
ads in The Saturday Evening Post—ads that will
bring them your way with early winterizing—
and Du Pont anti-freezes—in mind!



TELEVISION AND RADIO

TV audiences in every major market will have
Du Pont's "Anti-Freeze Week" promotion ham-
mered home to them—in the popular evening
hours and on Dave Garroway's morning TV show.
Radio also will be used in selected markets.



NEWSPAPERS

America's most popular reading—the Sunday
comics—will carry the Du Pont anti-freeze story.
The benefits of early winterizing will be told in
color in major newspapers throughout the coun-
try. Also in scores of daily papers.



BILLBOARDS

On highways and streets—where "Zerone" and
"Zerex" pay off—Du Pont will direct a terrific
campaign at motorists. Colorful billboards will
shout the value of "Zerone" and "Zerex," bring
extra profits your way.



FARM PUBLICATIONS

We're not overlooking the important farm mar-
ket, either. There'll be powerful ads in Country
Gentleman, a leader in its field, carrying our
message deep into the rural farm market.



PUBLICITY

Here's a plus! Publicity releases on Du Pont's
"Anti-Freeze Week" will go out to newspapers,
magazines, and to radio and TV stations (timely
items like these are snapped up by editors and
news broadcasters). What's more—special tie-in
promotions and displays are planned by depart-
ment stores and related-product manufacturers.



plus—MONEY-MAKING POINT-OF-SALE MATERIAL

Colorful displays that won't let
winterizing customers forget what
they came for... banners and
streamers no motorist will miss...

window displays that will attract
a lot of attention (and a lot of
sales). Simple to use...and mighty
profitable!

Headed
right for
the top—
in high gear!



it pays to travel with

MERCURY

FRANK HELVEY,
Vice-President and General
Manager of McMillian's believes
in bringing in profitable
alignment business by
"telling the world" about his
new "Bear" Telaliner—

He writes:

"We're well pleased, our volume
of business has increased since
we installed the Telaliner... We're
equipped now to give complete align-
ment service to our customers."

Frank Helvey
Vice-Pres. & General Manager

McMILLIAN, INC.
Amarillo's Friendly Ford Dealer

Yes, Mr. Ford Owner,

We have just installed the most modern,
scientific wheel alignment check-up and
correction in Amarillo, the NEW

TEL-A-LINER

It's amazing! You can see the exact alignment
condition of your car... you can see the
corrections as they are being made, right
on a screen. It's sort of like watching T-V.

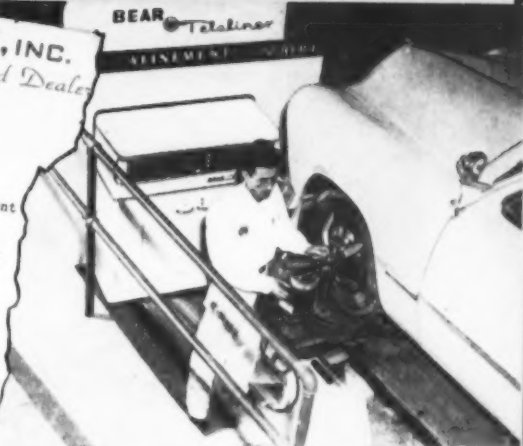
When operating our new
Telaliner, the Bear Safety
is fully qualified to analyze
results with the Tel-e-liner.

Yours for SAFER driving,

Frank Helvey

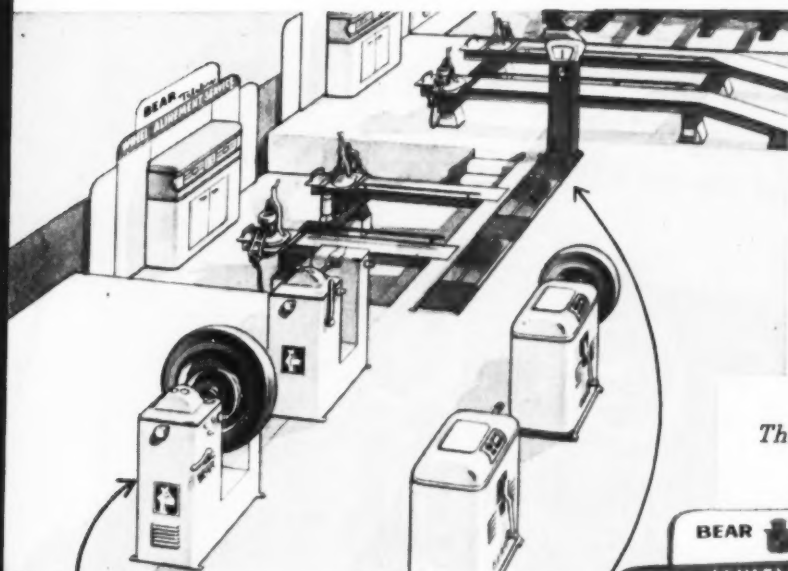
BEAR Telaliner

ALIGNMENT SERVICE



Enthusiastic Operators Everywhere Keep Proving...

the **MORE "BEAR"** you have... the **MORE MONEY** you make!



**TYPICAL "BEAR" UNITS PROVIDING
"BIG PROFIT" SERVICE FOR McMILLIAN**

Dy-Namic Balancer "330" Famous "330" gives
higher profit service by getting the wheel off the car
and providing a quick check of static... and Dy-Namic
un-balance. The trouble is quickly and easily located...
right on the Balancer... and profitably corrected to
the complete satisfaction of the customer.

Wheel Alignment Gauge "240"

Placed where the driver can see the
slippage per mile when he drives over,
this unit is an **EXTRA PROFIT** sales-
man. Quickly indicates toe-in or
toe-out condition of wheels. It
demonstrates that the job is
done right after job is finished.

McMillian's experience with "Bear" as a go-getter
for *high profit* alignment business is typical of
"Bear" equipped shops in every part of the country!
Enthusiastic reports from "Bear" operators agree
unanimously that their "Bear" attracts **BIG Profit**
volume business—and the **MORE "BEAR"** they
have... the **MORE MONEY** they make! You can
join the "Bear" ranks with the popular "Bear" Plan.
With this Plan... You make **MORE MONEY**
with "Bear"... You use "Bear" Signs as business-
getters... and You use "Bear" Equipment to do
the job right—*quicker and easier!*

Write today for Big New "Bear" Catalog.
Bear Mfg. Co., Dept. 3-1, Rock Island, Illinois.

This Popular **"BEAR" Telaliner**
will make more money for you...

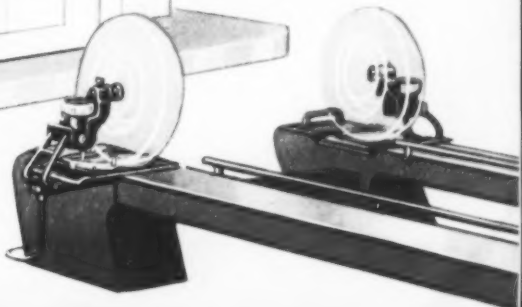
PRESENTS DRAMATIC INDICATION OF STEERING
TROUBLES ON BIG TELALINER SCREEN!
CUSTOMERS ARE SOLD ON "RIGHT!"

- ✓ ACCURATE ELECTRO-MAGNETIC
CHECKING AND CORRECTION
- ✓ CHECKS ALIGNMENT FROM
WHEEL SPINDLE OR RIM
- ✓ SAVES TIME! NO GETTING OUT
FROM UNDER TO CHECK
- ✓ CHECKS MECHANICALLY AS
WELL AS ELECTRICALLY

"BEAR" SIGNS BUILD YOUR BUSINESS!

It pays to hang these **ADDED PROFIT** "Bear" Signs
now being advertised regularly in

POST and
Farm Journal

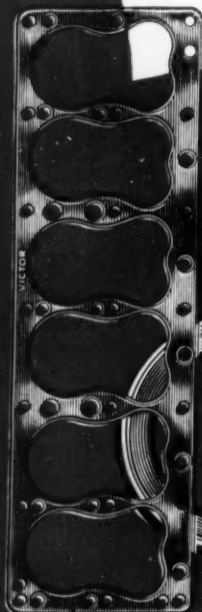


Smart Slant on Sealing



Smart service shop owner is mechanic Bob;
Good sealing, he knows, is the life of a job.
Victor Gaskets and Oil Seals he uses with surety;
They're truly original equipment quality.

Now Bob's parts jobber is a smart man as well;
Victor Sealing, he knows, is the best line to sell.
With the same dependability in gaskets and seals,
The Victor Line covers everything on wheels.



VICTOR

"ORIGINAL EQUIPMENT"

Gaskets and Oil Seals

The 100% Complete Line—Sold by Leading Jobbers Everywhere

Victor Mfg. & Gasket Co., and its affiliate,
Victor Sealing Products Co., Inc.,
P. O. Box 1333, Chicago 90, Illinois.

**Whatever your Engine
Bearing Needs may be...**



FEDERAL-MOGUL SERVICE

(Division of Federal-Mogul Corporation)
DETROIT 13, MICHIGAN



Engine Bearings (Main, Connecting Rod and Camshaft) • Bushings • Connecting Rod Service—Exchange Insert Rods, Re-babbitted Rods • Connecting Rod Bolts and Nuts • V-Seam Piston Pin Bushings Shims and Shim Stock



"We Save a
Tremendous Amount of
Time...as a Result of the
Speed and Efficiency

of our New **Lincoln**
Lubricating Equipment"

Reports

Jess Watson, Service Manager
JIM BURKE BUICK CO.
Birmingham, Alabama



"For our new building, we wanted a lube department that would be efficient, clean and attractive to our customers. We chose Lincoln Overhead Lubricare for their good looks and ease of operation.

"We have been able to save a tremendous amount of time with less clean-up work to do, as a result of the speed and efficiency of our new Lincoln equipment. Our customers have been very impressed with the neat, modern appearance of our lube department."

(signed) Jess Watson

Lincoln...
THE MOST TRUSTWORTHY NAME
IN LUBRICATING EQUIPMENT



DISCOVER ADDED PROFIT in every lube job... by checking these **12 Points**

- Check the Fan Belt
- Check the Air Cleaner
- Check the Oil Filter
- Check the Spark Plugs
- Check the Battery and Cables
- Check Radiator Hoses
- Check Brakes
- Check the Shifter and Tail Pipe
- Check all Lights
- Check the Tires
- Check the Windshield Wiper and Washer
- Replace lost or damaged Cruise Filings with Lincoln BULLSECK® Filings... the modern filing with the ball-in-the-top. Seals dirt out... grease in.

Be Ready for More Business with a

Lincoln Styl Engineered
LUBRICATION DEPARTMENT

THIS FREE Book will help you plan a new, money-making lubrication department. Write for your copy of Catalog 500 today.

*Trademark Registered



LINCOLN ENGINEERING COMPANY • 5708 Natural Bridge Ave., St. Louis 20, Missouri

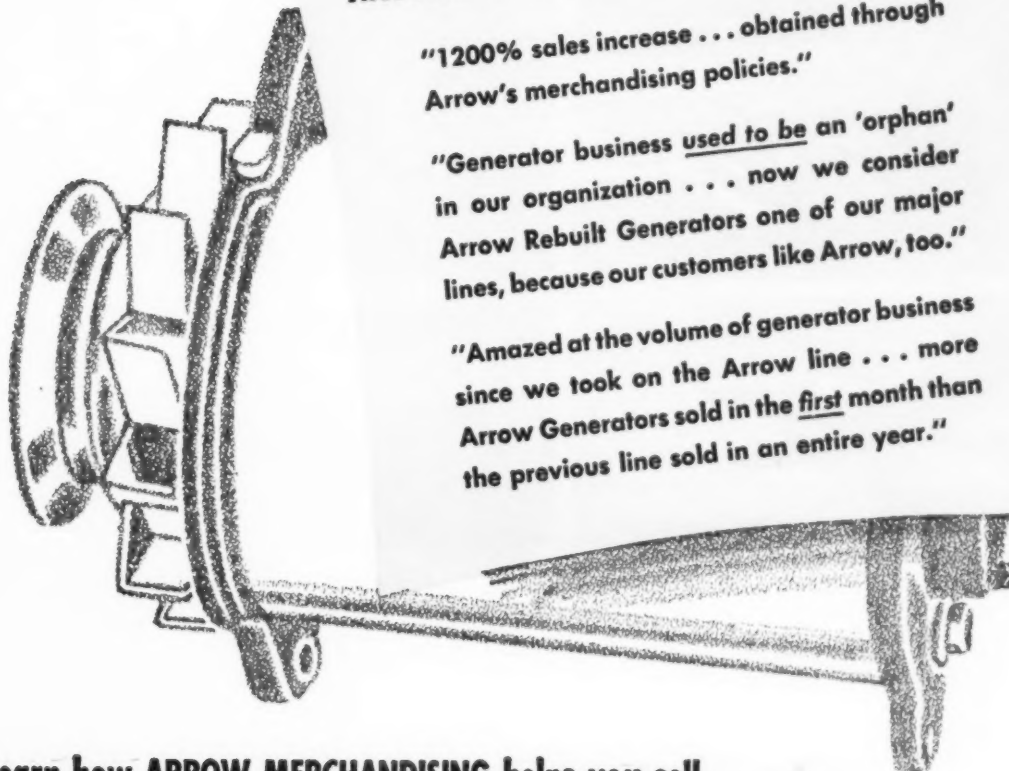
WHY change to ARROW Rebuilt Generators?

These statements by Arrow Jobbers tell why . . .

"1200% sales increase . . . obtained through Arrow's merchandising policies."

"Generator business used to be an 'orphan' in our organization . . . now we consider Arrow Rebuilt Generators one of our major lines, because our customers like Arrow, too."

"Amazed at the volume of generator business since we took on the Arrow line . . . more Arrow Generators sold in the first month than the previous line sold in an entire year."



Learn how ARROW MERCHANDISING helps you sell

Give your Arrow Sales Rep 10 minutes
to show you "A New Approach to Volume Sales"
... or send for your personal copy.



ARROW ARMATURES COMPANY
Boston 34, Mass. • Spartanburg, S. C.



ARROW ARMATURES CO. (Jobber Service Dept.)
15 Fordham Rd., Boston 34, Mass.

YES, I want to see "A New Approach to Volume Sales"
... and learn how Arrow helps me sell.

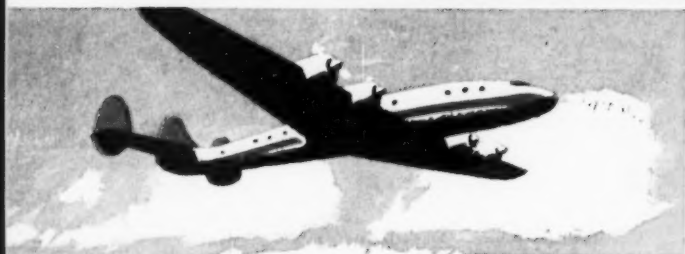
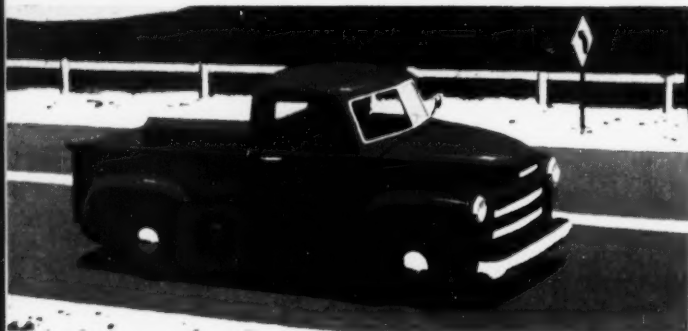
NAME

COMPANY

ADDRESS

Have Arrow Sales Rep call ☐ Send my FREE copy ☐

A COMPLETE LINE



No other spark plug line can match the **AUTO-LITE** program

- 1 Auto-Lite** has Engineering and Manufacturing Know-How, plus Advance Information — Auto-Lite engineers, working with leading car manufacturers, know in advance demands of new engines . . . assuring your customers better performance.
- 2 Auto-Lite** Offers Sensational Sales Leader — famous Auto-Lite Resistor Spark Plug . . . the first automotive resistor-type spark plug to be adopted as original equipment by leading car manufacturers.
- 3 Auto-Lite** Offers You a Huge Ready-Made Market — Auto-Lite Spark Plugs are original factory equipment on more than 15,000,000 of America's finest cars, trucks and tractors . . . a tremendous replacement market for more sales.
- 4 Auto-Lite** Gives You World-Famous Name — since 1912, when Auto-Lite produced the first 6-volt electrical system with generator and motor as separate units, it has become the world's largest independent manufacturer of automotive electrical equipment.
- 5 Auto-Lite** is the Best Advertised Name in the Industry—top-rated national magazine ads—big time "Suspense!" network TV and Radio shows—coast to coast highway signs—exclusive AAA map tie-in—all build Auto-Lite acceptance.
- 6 Auto-Lite** Gives You Top Point-of-Sale Support—proven sales material—identification signs, decals, counter cards, promotion displays plus wall charts and specification catalogs, bulletins and technical information.
- 7 Auto-Lite** Helps You with Field Service—graduate engineers and field-experienced service men located in all districts, plus strong sales organization, help solve technical problems.
- 8 Auto-Lite** Offers Proven Dealer Sales Plan—a complete spark plug line for maximum profits—R.S.D. price advantage on fill-in orders—flexible stock to cover all popular cars and trucks—promotion helps and factory mailings.



OF SPARK PLUGS



**makes Auto-Lite
the spark plug
line for you!**



Only a complete line of spark plugs can give you *maximum sales, resulting in maximum profits!* And Auto-Lite makes the only complete line of spark plugs! The world-famous Auto-Lite line includes Standard, Resistor and Transport types, Shielded Resistor Spark Plugs for marine applications, plugs for Inboard and Outboard marine engines, as well as plugs for diesel starting. Capitalize on this truly complete spark plug line that only Auto-Lite offers. Get the full details from your Auto-Lite jobber!

AUTO-LITE

SPARK PLUGS



Auto-Lite Spark Plugs—Patented U.S.A.

Tune in "SUSPENSE!" . . . CBS Radio Mondays . . . CBS Television Tuesdays

**Efficient
break-in of
new ring sets is
a key point in
customer
satisfaction ...
here is
photographic
proof of the
efficiency of**



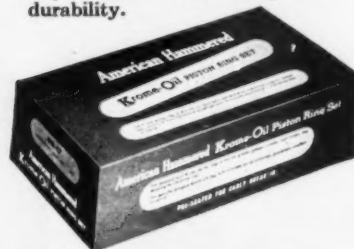
AMERICAN HAMMERED

Krome-Oil

PISTON RING SETS

Customer satisfaction is the key to your continuing profits. The efficiency of American Hammered Krome-Oil break-in plus its superior durability are sure to enhance your customer relations and increase your profit.

Study this photograph carefully. It is a top groove American Hammered Krome-Oil Compression Ring pulled after 5000 miles of extremely heavy duty use in a rugged fleet operation. Note the smooth, even way it is wearing-in. High unit pressure and narrow land contact, coupled with the long wearing qualities of chrome, impart maximum efficiency and durability.



American Hammered

AUTOMOTIVE REPLACEMENT DIVISION

2001 Sanford Street, Muskegon, Michigan

Manufacturers of American Hammered Automotive Replacement Piston Rings

Remember American Hammered Power-Plus Service—Koetherizing • GI-60 Groove Insert • Dry Film Lubricant



Smart new blue and yellow American Hammered Krome-Oil carton is the quality mark in the automotive piston ring replacement field. Krome-Oil licks your customers' ring problems and increases your profit.

Get Set

WITH MARQUETTE

CHARGERS AND TESTERS

SEE
THE
20
SECOND
"PUSH-
BUTTON"
TEST!

Push for
BIGGER
Battery
Sales!

Get Set for fast 6-12 volt automatic charging, *plus* accurate 20-second "PUSH-BUTTON" test and battery analysis.

Get Set for making individual Cell Check... Fast Charging... Battery Boosting... Slow Charging... a Marquette Charger does them all!

Get Set to BUILD BIGGER Profits by selling more new batteries. Be the first to provide both 6 and 12 volt battery service.



ASK YOUR JOBBER SALESMAN FOR A DEMONSTRATION!

He will show you the famous Marquette 20-second "Push-Button" test that *Sells New Batteries on the spot!* No obligation of course.

FREE BOOKLET
ON BATTERY CARE

BATTERY
CARE
and
SERVICE

MARQUETTE MFG. CO., INC.
307 East Hennepin Avenue,
Minneapolis 14, Minn.

Gentlemen: Please send me your free booklet on Battery Care and Service.

Name.....

Address.....

City.....State.....



MARQUETTE MANUFACTURING CO., INC.
307 East Hennepin Avenue • Minneapolis 14, Minn.

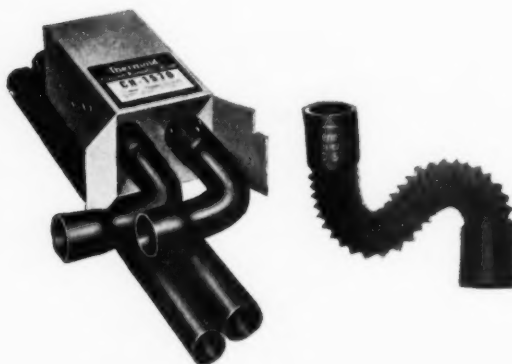


You wouldn't pour good anti-freeze down the drain...

...so don't add it to the radiator until you know all hoses and connections don't leak.

When radiator hose looks suspicious, replace it with genuine Thermoid—the hose that gives dependable service over an extra long life. From tube to cover, Thermoid Radiator Hose is designed to withstand the demands of today's increased engine temperatures and flexible motor mountings.

Your jobber can supply Thermoid Hose of any type—for air . . . water . . . car heater . . . and radiator.



Thermoid

Thermoid Company • Trenton, New Jersey

Brake Linings • Fan Belts • Radiator Hose • Hydraulic Brake Parts and Fluid • Car Mats • Clutch Facings • Thermoid Precision Process Equipment.

Visumatic

SELLING and SERVICE



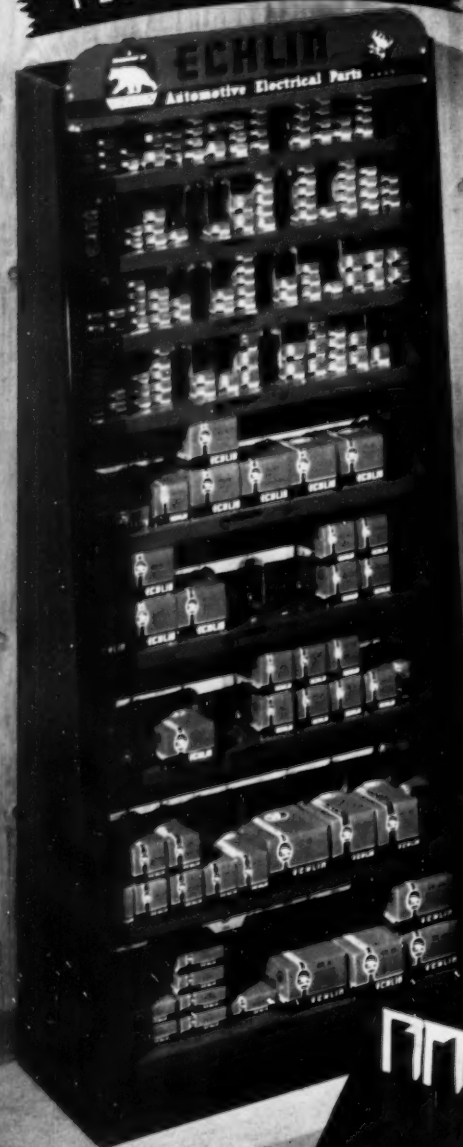
ECHLIN

Automotive Electrical Parts

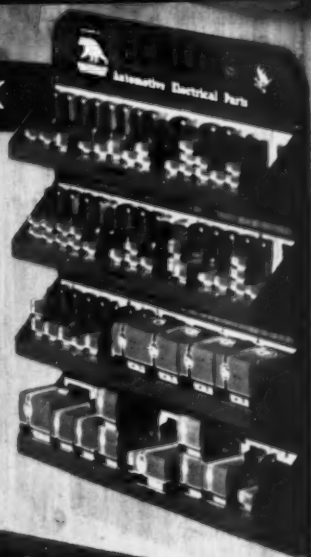
**THE GREATEST CONTRIBUTION
TO IGNITION PARTS SALES AND
SERVICE IN THE HISTORY OF
THE AUTOMOTIVE INDUSTRY**



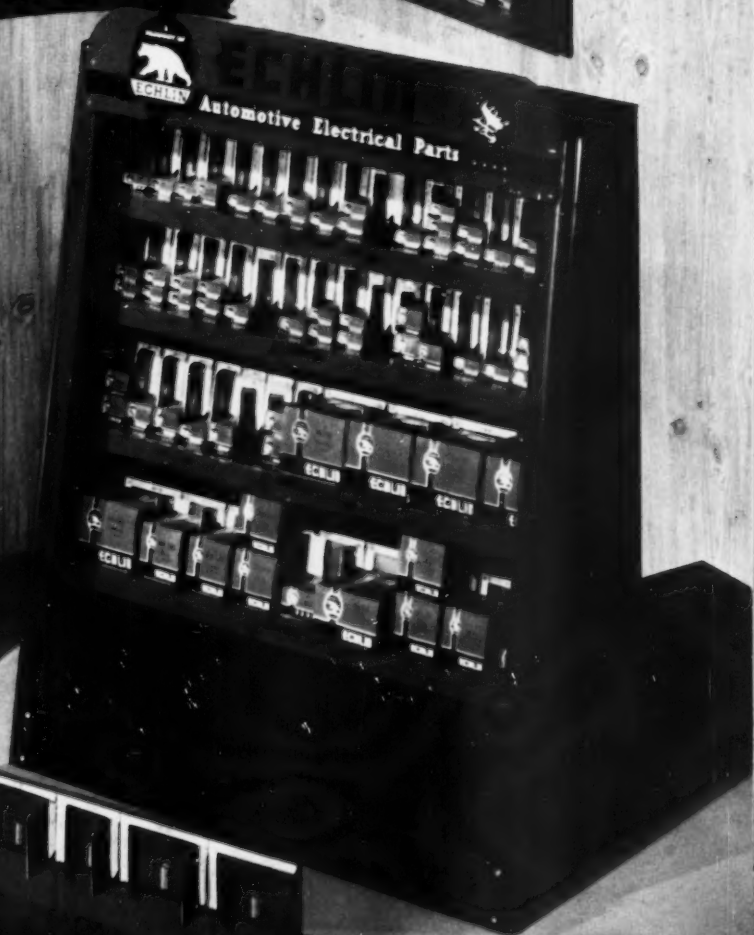
FLOOR CABINET



WALL RACK



COUNTER CABINET



No. 2 SHELF



No. 1 SHELF



Visumatic... .. what it is and what it does for you!

A REAL BUSINESS PROPOSITION OFFERING THE GREATEST ASSURANCE OF SUCCESS AND PROFITS FOR YOU!

MEANING OF VISUMATIC

Visumatic is a Service Stock or Assortment of Echlin Ignition Parts tailored to your exact needs. Stocked in a Visumatic Cabinet or Shelves, it gives you visual stock control and automatic re-ordering.

HOW IT DIFFERS

Visumatic is different from all other ignition assortments. All objectionable characteristics of ordinary assortments have been eliminated and great advantages have been added for you.

IN STOCK

Your Jobber is equipped to serve you with the exact Echlin Service Stock or Assortment that fits your needs. He carries Visumatic Kits, plus his inventory of Echlin Parts. From these Kits he makes up any one of the Stocks for you.

THE CABINET

You can have anything from a single Shelf Assortment to a large Cabinet Service Stock as shown on the page to the left.

THE SHELVES

The Visumatic Shelves shown below are arranged with movable, Snap-in Shelf Dividers to provide just the right amount of space or bin for stocking each Part. There is room for expansion as needed in the future. Each bin is labeled in the back to show Part number and to give visual signal when quantity is below normal.



ABOVE: No. 1 Shelf without Snap-in Shelf Dividers installed and Stock Control Tabs for small Parts.

BELOW: The deeper No. 2 Shelf shown without Snap-in Shelf Dividers installed and Stock Control Tabs for larger Parts.



MINIMUM INVESTMENT

Your Jobber will help you select the minimum stock for your needs. He will later adjust your stock as your needs change.



ABOVE: Shelf with partially depleted stock, signalling fill-ins needed. Circled figure shows quantity to be stocked. When bin is full, circled figure is covered. When circled figure shows—reorder!

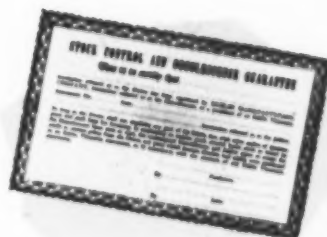
IN CIRCLE—the Snap-in Shelf Divider adjusts to any position.

PRESENT IGNITION STOCK

Any ignition parts you now have on hand, regardless of quantity or make, present only a minor problem. Let your Jobber explain The Echlin Stock Changeover Plan.

ANNUAL MODERNIZATION

Every year Echlin gives all Echlin Jobbers complete facilities to modernize all Visumatic Stocks. This includes means for removal of slow moving Parts and adding Parts for newer cars that are becoming popular.



GUARANTEED OBSOLESCENCE PROTECTION

You will receive an Obsolescence Guarantee Certificate which under terms stated therein assures you that every Echlin Part in your Visumatic Stock will be sold.

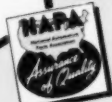
REGISTERED OWNER

Your Jobber will register you with Echlin Manufacturing Company as a Visumatic owner. This will give you the factory guarantee against obsolescence referred to above and will give you free Bulletin Services and free Consultation Service by mail.



**ECHLIN
EXTRAS**
ADD UP TO
EXTRA PROFITS
AND MORE
SATISFIED
CUSTOMERS
FOR *You!*

ASK YOUR N.A.P.A. JOBBER
FOR ADDITIONAL FACTS
ABOUT... **ECHLIN**
EXTRAS IN PROFIT!



ECHLIN

Ignition

ECHLIN MANUFACTURING COMPANY • NEW HAVEN 5, CONN.

Cash in on this proven profit maker

MONROE'S

30-DAY FREE-RIDE PLAN!

MONRO-MATIC

SHOCK ABSORBERS



**2 out of 5
need
Shock
Absorbers**

Shock Absorbers must be replaced on modern cars. Soft, whippy springs require "shocks" to give smooth, safe ride. Many states now require regular "shock" inspection for safety. Now 24,000,000 cars equipped with direct-action shock absorbers. Millions more need Monroe easy-to-install "Conversion" Sets. Actual tests show you can sell 2 out of every 5 customers.



- Thirty-day guarantee of customer satisfaction
- Monro-Matics—the sales leader that makes cars ride better than new
- Small stock serves 95 per cent of all cars
- Installation in as little as 10 minutes per shock

The new Monroe 30-Day Free Ride Plan provides the greatest profit opportunity ever offered the industry. Guarantee makes sales easy for every car that needs shocks replaced—two out of every five cars you service.

The sensational new Monro-Matic shock absorber gives you a "leader" that makes cars ride better than new. Gives automatic adjustment for all loads and roads. Lets you sell complete sets for more than \$10.00 profit. Dealers now using this plan are selling up to 3 and 4 sets a week. Get started with this money-making plan now. See your jobber or write today.

Order this display, today! Package holds balanced set of 4 shocks to fit practically every owner's car.



MONROE AUTO EQUIPMENT CO.

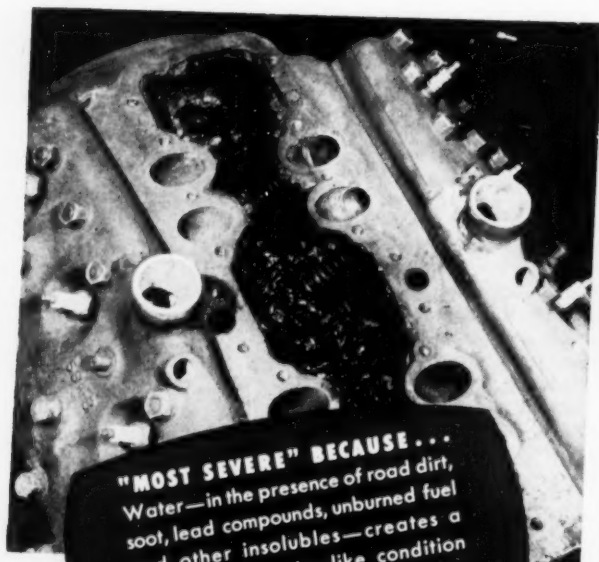
Monro, Mich. — World's Largest Maker of Ride Control Products

RECOMMENDED FOR...

"Operation MS" is everyday start-stop driving—most severe of all operating conditions!

According to the new service classifications of the American Petroleum Institute, start-stop driving is "Most Severe" on engines and oils. Here's the official A. P. I. statement on Service MS: "Start and stop service promotes condensation in engine cylinders and crankcases of water from fuel combustion and also dilution of the oil with unburned fuel; it can promote corrosive wear of cylinders, pistons, and rings, also oil ring plugging, varnish deposits and low temperature emulsion type sludge."

Walker Oil Filters Meet the *Extra Requirements* of "Operation MS"—Removing Both Solid Contaminants and Harmful Water that Endanger **9** out of **10** Engines



"MOST SEVERE" BECAUSE...
Water—in the presence of road dirt, soot, lead compounds, unburned fuel and other insolubles—creates a pasty, mayonnaise-like condition which is the starting point of sludge deposits. When appreciable water forms, sludge is almost sure to follow.



"MOST SEVERE" BECAUSE...
Highly acidic combustion fumes—in the presence of moisture—create corrosive acids (carbonic, sulphuric and sulphurous; nitric and nitrous; hydrobromic or hydrochloric). These acids are carried in the water in the oil to all parts of the engine.

"OPERATION MS"

(MOST SEVERE)

● Contrary to popular belief, everyday start-stop, low-speed traffic driving is the most harmful of all on engines and oils. The American Petroleum Institute calls it *Service MS*, the most severe of its three official service classifications, the most conducive to sludge and acid wear.

Nine out of ten of your customers drive this way. Their start-stop driving seldom gives the engine a chance to warm up. This means maximum combustion blow-by which creates soots, carbon, lead compounds . . . and the most objectionable of all contaminants . . . harmful water in the oil.

Water in the oil is the chief cause of sludge, the most important source of engine operating difficulties. It is the source of corrosive crankcase acids, a major cause of engine wear.

This new A. P. I. service classification gives you a new base for oil filter recommendations. Any oil filter that is to meet the requirements of "Operation MS" (Most Severe) must be designed to protect the oil and the engine under the most severe of all operating conditions.

Walker Oil Filters are recommended for "Operation MS" because they remove both solid contaminants and water, too! Famous Walker patented *Laminar* construction takes out dust, dirt and abrasives through 3-way

filtration. And exclusive Walker *Laminar* filtering material selectively removes water from the oil. So Walker keeps the moisture content below the critical "sludge danger zone". . . minimizes acid wear by absorbing the acids contained in this water.

No other oil filter more completely meets the extra requirements of "Operation MS" (Most Severe). No other oil filter more completely meets the needs of 9 out of 10 of your customers.

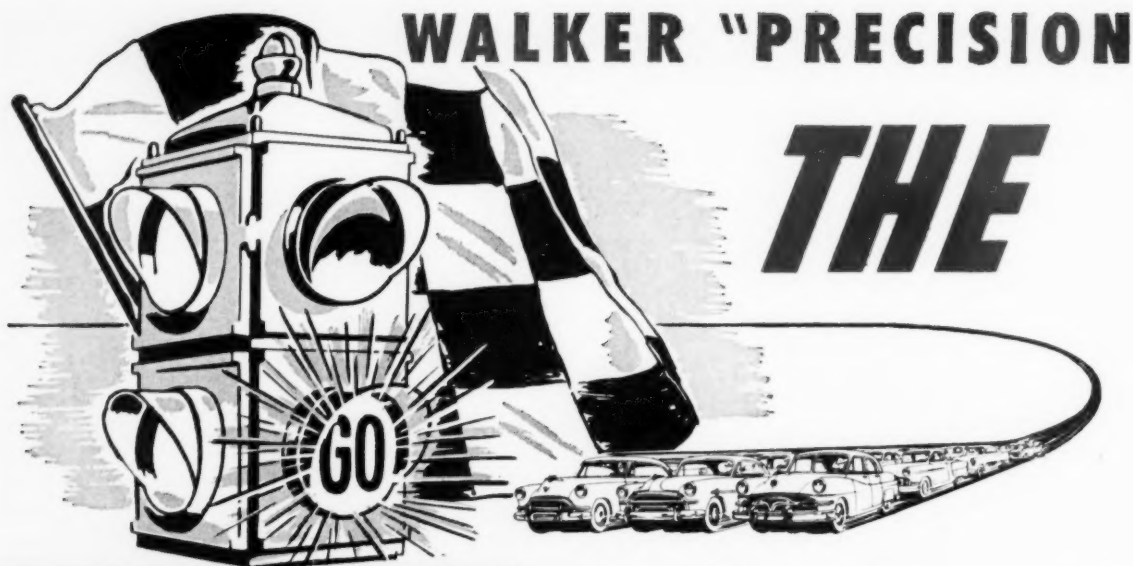
THE ENGINE PUTS IN	WALKER TAKES OUT
ROAD DUST From Engine Breathing	✓
CARBON SOOT From Engine Combustion	✓
LEAD SALTS	✓
METAL PARTICLES From Engine Wear	✓
MOISTURE From Engine "Blow-By"	✓

WALKER OIL FILTERS

WITH PATENTED *Laminar* CONSTRUCTION

WALKER MANUFACTURING CO. OF WISCONSIN, RACINE, WISCONSIN
Oil Filters, Exhaust Silencers, Jacks





WALKER "PRECISION THE

*GO-FACTOR

means the ability of the car to get into quick motion



PRECISION TUNED for the new generation of engines and automobiles—now and to come.

Walker "Precision Tuned" Silencers are a Basic Part of the Modern Engine's "Breathing System" a Vital Influence in the Improved "GO-FACTOR"

In this new generation of engines, the most direct and practical route to the *improved* GO-FACTOR lies through *increased volumetric efficiency* . . . or the improved ability of the engine to breathe . . . to effectively utilize a greater charge or volume of air-fuel mixture and transform it into increased horsepower.

As a basic part of the engine's breathing system, proper exhaust system design exerts a vital influence on car performance . . . on its final horsepower rating . . . on its GO-FACTOR. No longer can yesterday's mufflers meet even the minimum requirements of these new standards.

And once again Walker sets the pace with "Precision Tuning" . . . a new generation of Walker Silencers to meet the new, complex problems of a new generation of engines.

Walker "Precision Tuned" Silencers are designed as an integral part of engine design . . . to quiet the heavier power notes of these new, more powerful engines without power loss . . . to specifically solve the new and difficult problems of shell noise . . . "transmission boom" . . . "tail pipe bark" . . . and still preserve the full measure of "traffic flash" and reserve power designed into every modern automobile.

Yes—Walker "Precision Tuned" Silencers bring out the "GO-FACTOR"!

WALKER MANUFACTURING COMPANY OF WIS. • RACINE, WISCONSIN

Exhaust Silencers . . . Oil Filters . . . Jacks

**NOW MORE THAN EVER
WALKER**

TUNING" BRINGS OUT

GO FACTOR*

Here's how WALKER "PRECISION TUNING" solves THE PROBLEM OF SHELL AND TAIL PIPE NOISE

The intense explosion pulse of the new, high compression, increased horsepower engines creates difficult-to-control high frequency vibrations which may cause flimsy, irritating shell and pipe noise.

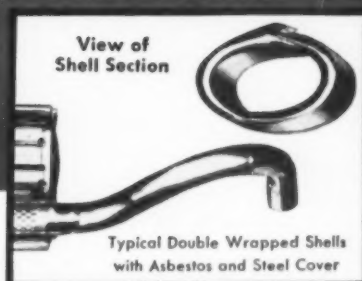
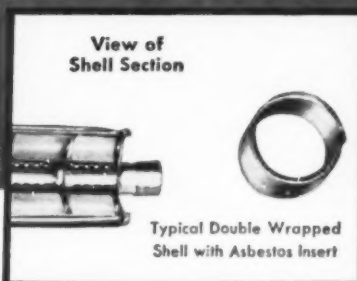
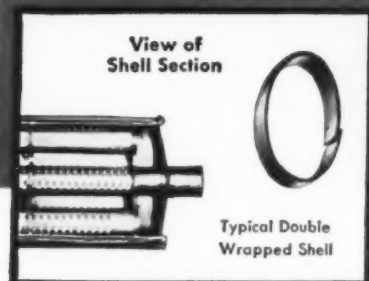
WALKER "PRECISION TUNING"

prevents obstruction to the free flow of pressure pulses which may reflect back into exhaust pipe causing "pipe ping."

eliminates objectionable "head ring" by the use of specially contoured or laminated head constructions.

eliminates objectionable shell noise by using: ✓ double wrapped shells ✓ asbestos "sandwich" shells ✓ costly asbestos wrapped and steel covered shells

VARIOUS WALKER SHELL CONSTRUCTIONS USED TO REDUCE SHELL NOISE



• There are 54 Double Wrapped Shell Numbers in the Walker Silencer Line

• There are 19 Asbestos Treated Shell Numbers in the Walker Silencer Line

• Asbestos Treated Shells are also required in certain cases to reduce floor board heat



SILENCERS

MAKE THE DIFFERENCE!



INDIVIDUALLY TUNED

for the millions of fine cars, trucks and buses still in active service.

do you have
any of these

3
false
ideas
about Hydraulic
Brake Fluid?



1 ALL FLUIDS ARE ALIKE

That's FALSE! Inferior fluids may contain a cheap alcohol base that boils at temperatures as low as 150° F. Higher boiling points are sometimes achieved at the cost of a lower freezing point or chemical stability.



2 ALL FLUIDS ARE EQUALLY SAFE

That's FALSE! Non-approved fluids can cause dangerous vapor locks, freeze-ups, air-pockets, swelling of rubber parts, rust and corrosion, and gummy residue deposits, and can fail to lubricate system thoroughly or to mix properly with other fluids. Any of these conditions could cause a tragic wreck.

3 CHEAP FLUID IS JUST AS GOOD

That's FALSE! Quality brake fluid is made of the finest ingredients, and is chemically balanced to assure perfect functioning under all driving conditions, and in all seasons. It meets the rigid S.A.E. specifications established for your protection. Cheap fluids can't stand the gaff over the long haul.



WAGNER LOCKHEED HYDRAULIC BRAKE FLUID

it's chemically balanced...surpasses S.A.E. specifications

Don't take chances—Standardize on Wagner Lockheed Hydraulic Brake Fluid. It surpasses standards of S.A.E. (Society of Automotive Engineers). Only two types of Wagner fluid are required to meet ALL service needs. No. 21-B is a late type hydraulic brake fluid. It is a premium quality fluid for use in all trucks, buses, and in passenger cars where a heavy-duty type fluid is recommended. It is chemically balanced to withstand the rugged, heavy-duty service that modern, over-the-road service entails.

No. 21 Fluid is the world-famous fluid that has always been the leader. It, too, is a high-quality brake fluid and is recommended for use in passenger cars operating under normal conditions.

See your nearest Wagner Jobber, or write us for information on the complete Wagner brake service line.



there IS a difference
in brake fluid
**BE SAFE -
BE SURE -
use genuine**

WAGNER ELECTRIC CORPORATION
Dept. SPD, 6387 Plymouth Ave.,
St. Louis 14, Missouri

Here's My Dollar... Send me a copy of the New BRAKE SERVICE MANUAL, the most helpful, complete brake service guide ever published — 50 pages of valuable information.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Wagner ...the best known
name in brake service

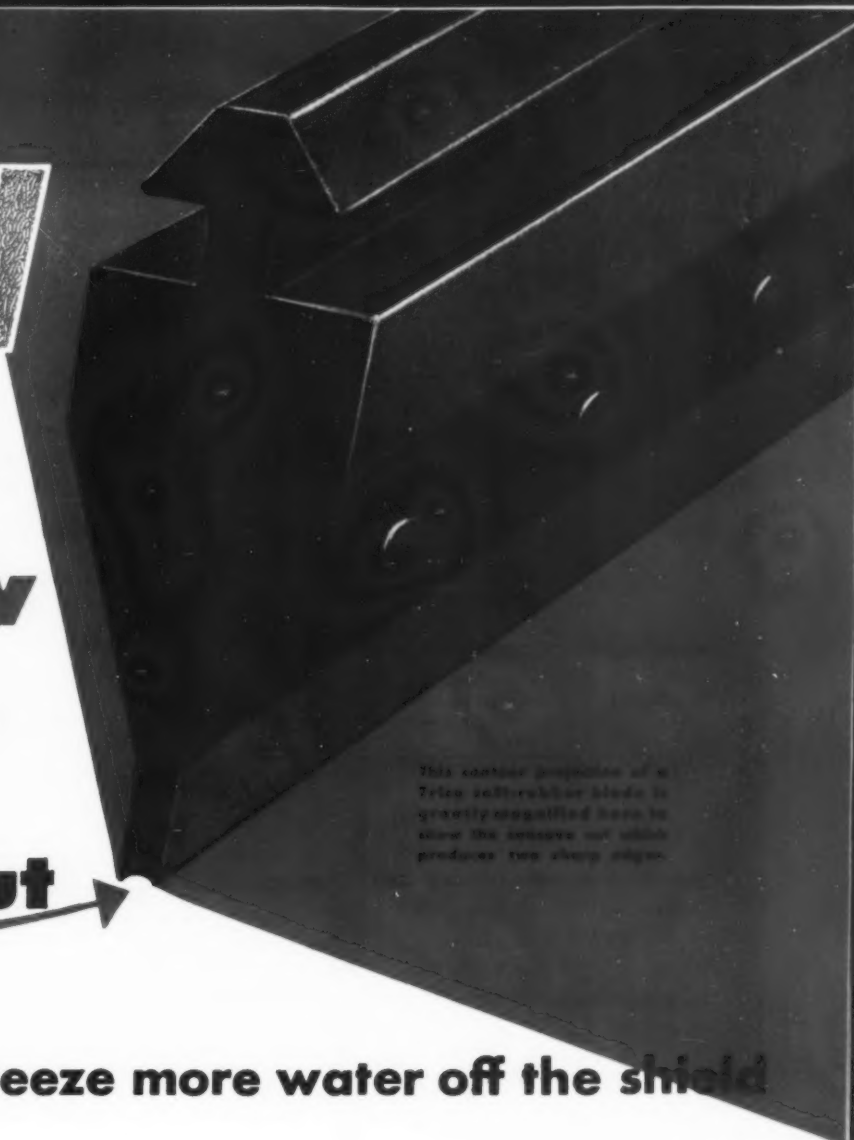
LOCKHEED HYDRAULIC BRAKE PARTS and FLUID - NUTS & BOLTS BRAKE LINDING - AIR BRAKES
TACHOGRAPHS - ELECTRIC MOTORS - TRANSFORMERS - INDUSTRIAL CRANE BRIDGE BRAKES



H53-1C

NOW

Trico Rainbow Blades are Hollow-cut



This contour projection of a Trico soft-rubber blade is greatly magnified here to show the hollow cut which produces two sharp edges.

...to squeeze more water off the shield



Check the wiper arms, too, when blades are replaced! Even the best blades are ineffective if wiper arms are worn out, or have lost their tension.

No bevel! Two equally sharp edges give a perfect wipe in both directions.

Trico television, coast-to-coast, is picturizing the new hollow-cut blades to audiences of millions of car owners...on Rainbows for curved windshields and Triple Actions for flat.

Countless wiper blades are ready for replacement...worn and dulled by abrasive action; hardened by sun, heat, weather and oily fumes.

Multiply *your* profits by offering your customers new, live, soft-rubber Trico Wiper Blades, *now hollow-cut* to squeeze more water off the glass.

Windshield Wipers

Trico Products Corporation, Buffalo 3, N. Y.

TIMELY TOPICS by UNITED MOTORS SERVICE



World-famous for fine performance
GENERAL MOTORS PARTS & ACCESSORIES



DELCO
BATTERIES

INLITE
BRAKE LININGS

DELCO
ELECTRONIC PARTS

HYATT
ROLLER BEARINGS

Delco-Remy
STARTING,
LIGHTING & IGNITION

HARRISON
THERMOSTATS

HARRISON
RADIATORS

DELCO
SHOCK ABSORBERS

MORaine
GASOLINE FILTERS

MORaine
ENGINE BEARINGS

Guide
LAMPS

ROCHESTER
CIGAR LIGHTERS

ROCHESTER
CARBURETORS

DELCO
BRAKE PARTS AND FLUID

Saginaw
JACKS

NEW DEPARTURE
BALL BEARINGS

KLAXON
HORNS

DELCO
AUTOMOTIVE MOTORS
AND CLOCKS

Packard
CABLE

AC
GAUGES—
SPEEDOMETERS

GATE 1





**AUTO TRADE ENTHUSIASTIC ABOUT
DELCO BRAKE FLUID DISPENSER**



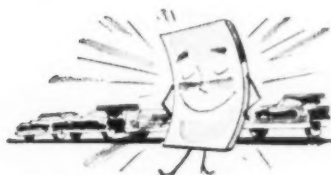
It's the new easy-to-use plastic brake fluid dispenser that keeps fluid clean and ready for use—and it's got the trade talking. In the last issue of "Timely Topics" we showed photographs of what happened to rubber parts when one drop of oil or gasoline entered the brake line—how foreign matter can swell and deteriorate these parts. Well, the response was instantaneous and overwhelming—it seems that everyone wanted this special brake fluid dispenser, exclusive with Delco. If you haven't yet secured your dispenser, you'll be smart to get in touch with your United Motors distributor immediately.

• • •

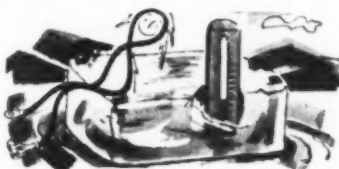
It's surprising how many people are misled by the term "fog lamp." Actually it should be called an "adverse weather" lamp, because it serves the same purpose in snow, rain or mist as it does in foggy weather.

• • •

**BRING ON THE ENGINE PRESSURE!
NOW BEARINGS CAN TAKE IT!**



In pursuit of higher engine power, designers have plenty of methods at their command—higher compression, enlarged valve openings, changes of cam design, souped-up electrical systems, improved carburetion, just to name a few. One damper on power hypo has been the danger of overloading main and connecting rod bearings. The good news now is that engineering tests of the recently developed Moraine-400 aluminum bearing prove that the lid's off, so far as this particular limitation is concerned. The Moraine-400 shows remarkable resistance to loads and pressures, and the design men have a blank check.



ANOTHER PACKARD CABLE FIRST!

Shortly after announcing a new and more durable insulation ("249") for low tension cable, Packard follows up with a new and remarkable insulation ("809") for battery cables. While offering all the outstanding features of "249"—such as: greater dielectric strength and higher resistance to fire, oil, abrasion and chemicals—the new "809" battery cable insulation won't break or shatter at extremely low temperatures, making it ideal for use in all climates.

• • •

ANOTHER REMINDER that United Motors offers all the necessary equipment for efficient servicing of Delco 6- and 12-volt batteries. This includes the Electro-Check for fast and accurate checking of battery and regulator voltage, the Trikl-Charge unit for protection of all batteries, and the handy Delco Demineralizer that produces pure battery water from any tap water in a matter of seconds!

• • •

**EXTREME APPLICATIONS ARE
ROUTINE AT NEW DEPARTURE**

In a specially conditioned room at New Departure, ball bearings are being produced to accommodate a shaft with a one-millimeter diameter, for use in precision instruments. While in another part of the plant, bearings are manufactured for shafts with a 7-inch diameter. These are but two of the many and varied applications that require New Departure bearings. As a pioneer in the bearing industry, these extremes are commonplace, for over 18,000 different types and sizes of bearings are produced by New Departure to meet the requirements of countless applications. As a matter of fact—there isn't a vehicle on the road that doesn't have at least one New Departure ball bearing in it!



**IDENTIFICATION OF
DISTRIBUTOR GEARS**



During the past several years four different gears have been supplied for ignition distributors used on such applications as Chevrolet, G.M.C. Truck, and others. Since the gears look so much alike, identifying grooves have been machined into the hub of three of the gears. Even though they look very much alike, they should be used only on applications for which they are designed because of a difference in material and specifications used in making the gears. It all boils down to the fact that it pays to make a careful check to be sure you are using the correct gear.

**DELCO FILM EXPLAINS
THE 12-VOLT SYSTEM**



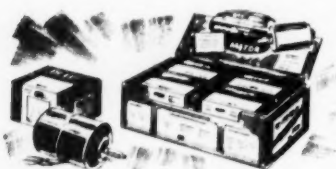
It's not three dimensional, but it has everything else a good movie should have. The title of this exciting technicolor picture is "Power Insurance"—and believe us when we say, it has a message for all automotive men. And that message is a clear-cut explanation of the new 12-volt ignition system. The film illustrates in a simple but interesting manner all the electrical units concerned with the 12-volt system and how they work together to afford new power insurance. As the 12-volt system gains in popularity it becomes more important that we fully understand its function and operation. It's to your advantage to see this informative film, so check your Delco battery distributor for his date of showing.

• • •

ADAPTABLE SPARK PLUG PROTECTOR fits both angle and straight terminals. Packard Cable introduces this inexpensive accordion-pleated protector in packages of 6 or 8 to fit all popular sizes of spark plugs. Packard also offers an attractive counter merchandiser containing 24 protectors to fit 10MM and 14MM spark plugs. The stock number is 294.



**DELCO 5-MOTOR DISPLAY
SERVICES 90% OF APPLICATIONS**



United Motors announces the release of a Delco Appliance Motor display containing five 6-volt electric motors that will service 90% of the automotive applications. Of the five universal motors, three are reversible for clockwise or counterclockwise rotation. Four of the motors have reversible mounting studs. Shaft diameters are standard $\frac{1}{4}$ " and $\frac{5}{16}$ ". All motors are waterproofed and can be used in any type of installation regardless of exposure.

**INLITE BROADENS MATCHED SET
BRAKE LINING LINE**

By the addition of eleven passenger car sets of matched brake linings and thirty-eight truck sets, the Inlite matched set line now covers all popular cars and light trucks. The new Inlite catalog lists the line and the many applications they cover. Of course, the new linings, as is true of the rest of the line, are matched sets, engineered to give dependable, equalized brakes on all four wheels and to stop the car in a smooth, quiet way without dangerous wheel slide. This is fact—as all Inlite linings undergo rigorous tests in both hot and dry climates as well as cold, damp climates to assure maximum performance under all driving conditions.

**THE RIGHT CARBURETOR PART—
RIGHT WHEN YOU WANT IT**



Rochester's carburetor service parts assortment is the answer to the busy mechanic's prayer. It contains all the fast-moving parts needed to service General Motors cars and trucks using Rochester carburetors—including 1953 models. The parts are conveniently packed in a container that can be used on a counter or hung on the wall. All of the 17 parts are in every day demand and available for quick use. The stock number is 7000200.



**HARRISON THERMOSTAT DISPLAY
SPARKS SALES**

The theory that if you display them right, they'll sell themselves, is a proved fact in the case of Harrison thermostats. The display was designed to be attractive, functional and compact—the three "musts" of an ideal display. As an added measure this thermostat display was designed to be adaptable for either wall or counter use. It's a space-saving display because it holds 22 thermostats that cover 90% of all cars. There is a complete up-to-date application chart and catalog furnished with each display. All of these features add up to a noticeable increase in thermostat sales.

**IN 1925 LOVEJOY HATED BUMPS
—SO TODAY, WE ENJOY LOVEJOY**



Until 1925, your riding comfort in a motor vehicle depended largely on your ability to steer around the larger holes and bumps which were the distinguishing feature of most of our highways. This exercise, though unfaillingly interesting and exciting, left much to be desired. It was automotive pioneer Ralph M. Lovejoy who got mad enough to do something about it. Having had quite enough of both spine-wrenching jolts and opportunities to demonstrate his reflex-reaction time, he buckled down to invent that ingenious device known as the hydraulic shock absorber. "Ingenious" is not too strong a word—so great was his cunning that his invention included a relief valve permitting adjustment of the degree of resistance, to allow for weight, spring tension, and other characteristics of the individual car. In the years since, Delco has made many improvements on the original Lovejoy valve, but it was Lovejoy's hate of discomfort that led to Delco's "engineered ride control" and the riding ease we enjoy today. . . .

DID YOU KNOW that due to the ease of use and durable construction, Saginaw ball bearing jacks are used for fence stretching and other uses besides changing flats?

**MORE NEWS ABOUT
DIRECTION SIGNAL LEGISLATION**



So far this year thirteen additional states have passed legislation to the effect that all new motor vehicles must be equipped with turn signal devices. Up to this year Minnesota, New Hampshire, New York and North Dakota had such a requirement on the statute books. New laws, effective in 1953, have been enacted in Delaware and North Carolina. In Iowa, Nebraska, New Mexico, South Dakota, Washington, New Jersey, Ohio, and Illinois, the law becomes effective in 1954. In 1955 the law will be enforced in Idaho, Vermont, and Wisconsin. Proposals of a similar nature are now pending in Pennsylvania. In cooperation with state legislative bodies, Guide Lamp has designed turn indicators to comply with all existing laws and is in a position to extend quick and convenient service when the need arises.

**EXHAUSTIVE TESTS PROVE MERIT
OF HYATT SPHERANGULAR BEARING**

Continuous laboratory tests plus an accumulation of hundreds of thousands of miles in various applications have well proved the worth of Hyatt Spherangular Roller Bearings. Produced by special equipment and closely guarded specifications, this unique bearing was designed to fulfill the need for an angular contact type bearing of high capacity, which could sustain both radial and thrust loads, and would at all times be freely self-aligning. It sounds like a large order, but these Hyatt bearings more than fill the bill. The superiority of the bearing lies in the fact that as the load increases, additional surface of the cups, cones and rollers come in contact, automatically increasing the load capacity of the bearings.





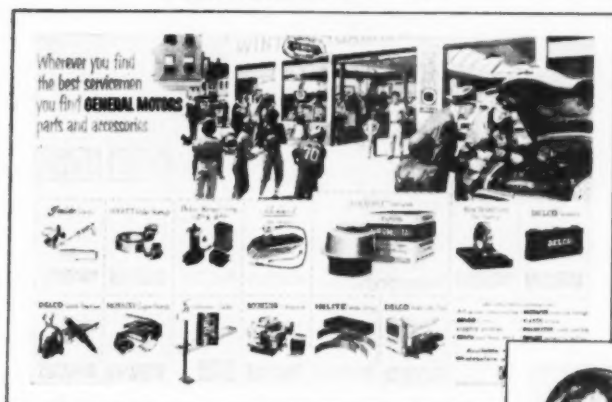
Continuous Advertising

helps you sell more GENERAL MOTORS parts and accessories



DEALERS: When you feature the United Motors lines you automatically have the support of national advertising that is both hard-hitting and constant. You have the assurance of consumer acceptance, because all these General Motors parts and accessories have won wide acclaim for quality, dependability and performance. And you have the advantage of availability—for there's a United Motors distributor near you. Contact him today!

This 2-color ad will appear in **LIFE** OCT. 5 SAT. EVE. POST OCT. 31



This 4-color ad will appear in **SAT. EVE. POST OCT. 3** **LIFE OCT. 26**

This 2-color ad will appear in **SAT. EVE. POST SEPT. 5** **COLLIER'S SEPT. 18**



This 4-color ad will appear in **COUNTRY GENTLEMAN** SEPTEMBER





Precision Pin Fitting Now As Simple As

A

This dial sets the honing stone for hole size.

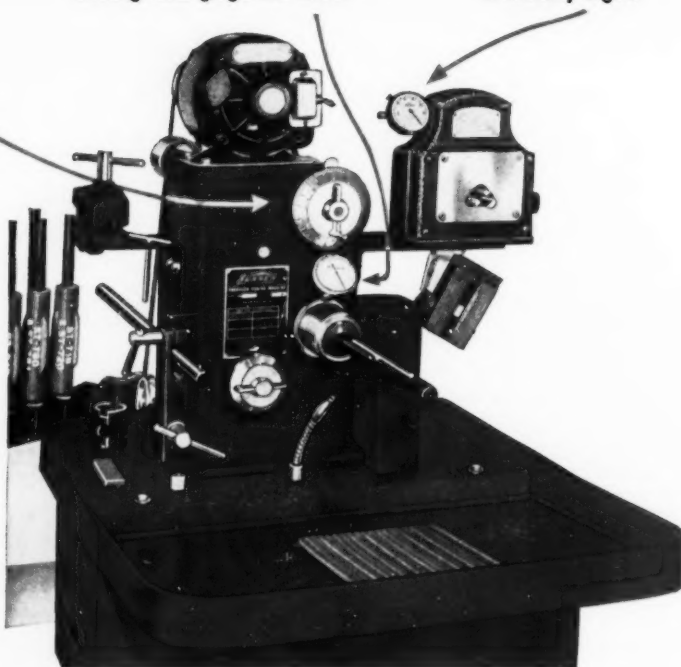
B

This dial tells you when to stop honing and gage the hole.

C

This dial tells you when the fit is exactly right.

Sunnen Model LBA-666 with new Precision Clearance Gage, and complete with mandrels for range .720"–1.020". Mandrels available for range .370"–2.625". Range of gage is .720"–7¹¹/₁₆".



There's no hocus pocus about precision pin fitting—now it really is as simple as A-B-C! Anyone can fit pins to within a "tenth" and *know the exact pin clearance!* And today's high speed, high compression engines require greater precision than ever before.

SUNNEN PRODUCTS COMPANY

7912 Manchester Avenue, St. Louis 17, Missouri

• Canadian Factory, Chatham, Ontario

**Faster,
More Accurate Work
... Bigger Profits
for you!**



With a Sunnen Honing Machine you can hone out as little as a "tenth" or as much as twenty thousandths, with perfect control — and fast.

And the revolutionary new Sunnen Precision Clearance Gage shows the size to within a tenth *on a dial* —requires no experience or skill, no feel or cut-and-try.



It will pay you to find out about this new pin fitting development (it went over big at the automotive trade shows). Ask your Sunnen Jobber to arrange a demonstration. Our field engineer will bring his completely equipped station wagon right to your shop, and demonstrate the time and money-saving Sunnen method of fitting pins. There's no cost or obligation.

TYPICAL USES for Sunnen Honing:

- pin fitting
- hydraulic brake cylinders
- king pin fitting
- generator bushings
- con-rod work
- steering sectors

**The Best Test
is a Demonstration
... Ask for it**

749



SUNNEN PRODUCTS COMPANY

1913 Manchester Avenue, St. Louis 17, Missouri

Canadian Factory: Chatham, Ontario

RUST MASTER'S NEW ROUND



TOPS FOR
SERVICING
COOLING
SYSTEMS

Cans...
**pyramid
PROFIT
SALES**



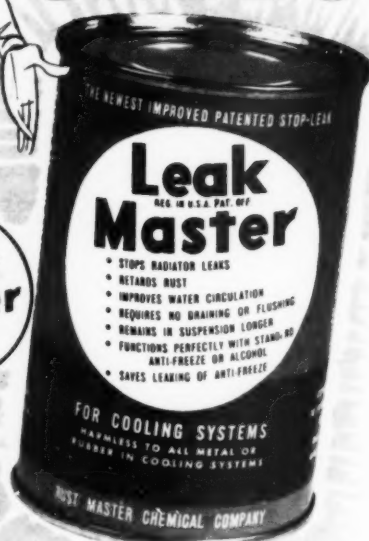
**Rust
Master**

The quick action cleaner for cooling systems. Removes rust as you ride. Prevents overheating or clogging.



**Leak
Master**

The stopper of radiator leaks



Sold in the familiar
red and yellow dot cans

DISPLAYS THAT PAY

These two famous Rust Master products are now available in handier round cans. Display 'em pyramid style — and watch sales go sky high. They're guaranteed Tamper Proof . . . give added sales protection for you and your customer. **BUT** — The products are the same, Rust Master and Leak Master are still tops for servicing cooling systems. You take a big step toward volume profits when you . . .

RIDE WITH RUST MASTER PRODUCTS



PRODUCTS WORK WHILE YOU RIDE

Chemical Company
Mfg. Chemists

50-56 CREIGHTON ST., CAMBRIDGE, MASS.

THE SILENT PARTNERS OF MOTOR EFFICIENCY



How to get more Fords in for winter service -



Servicing more Fords for winter can mean more profits for you—if you're set up to attract them

Here's your very first move: *Right now* get in a supply of Genuine Ford Anti-Freeze and Batteries so that you're ready for the rush of winter change-over jobs. Then, don't hide this good, salable merchandise. Put both products out where even passing motorists can see them. When actual Ford owners know that you carry the right Genuine Ford Products for their special needs, they'll be lots easier to sell on *complete* winterizing jobs. That'll mean still more profit for you.

What's more, Ford's hard-hitting, nationwide winterizing campaign will break this fall just when every car owner is ripe for this service. Full page advertisements will appear in the country's most widely read magazines . . . LIFE, SATURDAY EVENING POST, COLLIER'S and TRUE. These ads will remind Ford owners to look for Genuine Ford Products for their winter change-over needs.

Get this sign!

Display it outside your shop. It's an invitation to Ford owners that will help increase your business . . . and costs you nothing. Mail coupon now!



Let these star salesmen do the selling for you



Tested to go at 30 below!

That's colder than it will probably get this winter . . . but that's what Ford batteries are tested to take. And they're tailored to a Ford's ignition requirements . . . a sure customer pleaser!



Ford Permanent Anti-Freeze

Developed and tested specifically to be best for a Ford's cooling system. One filling lasts all winter in a properly working cooling system. Contains a rust inhibitor.



Ford Regular Anti-Freeze

Gives safe, dependable cold weather protection to Fords at low cost. Tests prove that it also gives more anti-rust protection than many similar types. And it needs only occasional checking during the winter. A popular member of the Ford-tested winterizing team!

MAIL COUPON TODAY!

PARTS AND SERVICE SALES DEPARTMENT

Ford Division, Ford Motor Co., Box 658, Dearborn, Mich.
Please send me complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

FIRM NAME _____

INDIVIDUAL'S NAME _____

ADDRESS _____

CITY _____ STATE _____

NO MATTER WHAT THE FILTER NEED
YOU MAKE THE SALE
WITH *wix*

*WEARMITES are "engine termites" — the Grit, Dirt and Tarry Sludge that multiply in dirty oil and combine to destroy car, truck and tractor engines.



PROFIT BY THE COMPLETE COVERAGE OF

wix

ENGINEERED FILTRATION

To boost your sales and profits, WIX Engineered Filtration provides just the right Oil Filter Cartridge for every customer and every service need. . . Cartridges that take out all the *WEARMITES without removing a speck of valuable oil additives.

There are three exclusive WIX Filtrants — WIXITE, the unique, Resilient Density Filtrant for by-pass systems, WIX-KNIT and the sensational new POROSITE for full-flow passenger cars and tractors, Screw-in Can Types for special tractor installations . . . types and sizes for every popular filter-equipped engine.

You make sales when you give customers what they want, and that's easy with WIX. Ask your WIX Wholesaler about the all-inclusive WIX Line of Oil Filters and Cartridges today. It means profits for you!

WIX WF-110-N FILTER
FOR CHEVROLET


WIX No. WF-110-N (Revised) is full Military Standard Jr. size. Takes the large capacity WIX PC-100 Cartridge. Comes complete with all fittings for QUICK, easy installation on all models, 1949 to 1953 inclusive, including those with power steering. Does not require removal of air cleaner for Cartridge change. See your Jobber about this full profit opportunity for Chevrolet Cars and Trucks. Other WIX Filter installations and conversion Kits are available for many other cars.



wix



OIL FILTERS CARTRIDGES
WIX CORPORATION • GASTONIA, N. C.
IN CANADA: WIX ACCESSORIES CORPORATION LTD., TORONTO, ONT.



sealed jewels of perfection...

Each and every Filko condenser is uniformly perfect—identical in its embodiment of the highest known quality standards. Precision marks every step of manufacture—each gem-like Filko condenser is vacuum impregnated for longer continuous service . . . fully soldered throughout for permanence . . . hermetically sealed for full capacity long life! Add to precision manufacture, Filko selected jewel quality components—each a masterpiece of engineering science—and you have the secret of complete, absolute dependability found throughout the entire Filko line. Start today to insure increased profits in Ignition Replacement Parts with Filko—“the Crown Jewels of Ignition.”

Filko

the Crown Jewels of Ignition

F. & B. MFG. CO.

4248 W. CHICAGO AVE., CHICAGO 51, ILLINOIS
Warehouses in Los Angeles, San Francisco, Fort Worth,
New York, Boston, Cleveland, Atlanta, Toronto



It takes all kinds of customers...



...but they all want the best. And when it's bearings, just tell 'em it's *TIMKEN*®!

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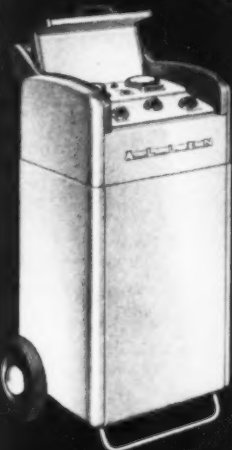
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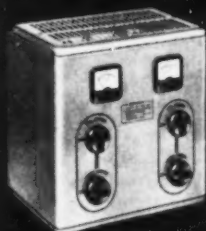
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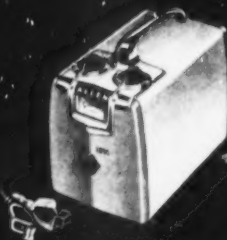
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SOUTHERN AUTOMOTIVE JOURNAL

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Contents

He's Cutting a Swath in a Paying Field.....	65
When a Speed Cop Can Rest.....	67
A Georgia Shop Has Built-In Daylight.....	68
Straight Talk from One Service Manager to Another.....	70
Curing the Used-Car Sales Drought.....	72
\$5 Heating Plant for Your Body Shop.....	73
It's Time to Prune Deadwood.....	74
Servicing Power Brakes.....	84
Body Shop: Diagnosing "Skin" Ailments.....	86
Wiring Diagram for 1953 Mercury.....	88
Wiring Diagrams for 1953 Willys Aero and Station Wagon.....	90

DEPARTMENTS

News Spotlight.....	63	Shop Talk.....	98
News Briefs.....	76	Nutbuster Letter.....	108
Southern Jobbers.....	80	New Products.....	139
Specifications.....	94, 96	Time Savers.....	150

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BEST IN NEW CARS BEST IN OLD CARS



SPOTLIGHTING the NEWS

Shop volume may be the means of more and more dealers keeping out of the "poorhouse" in the months immediately ahead. There's every indication that car factories are going to roll out as many units as the market (and frequently the warehouses) will stand. That's a reversal of the situation a decade ago when showrooms were empty and the shops managed to tide their owners over (but not always) until post-war production began bringing in those luscious profits. Now the demand by car owners for discounts or over-allowances has focused sharper attention on the service operations and the profits waiting to be wrung out there.

A series on time-tested garage buildings is beginning in this issue (page 68). Their

owners will be commenting on features of which they're proud and, sometimes, the mistakes they now see they made in their buildings' construction. Dealers and independent garagemen alike may find this material interesting. When General Motors announced a few months ago plans for erecting 35 service training schools over the United States, it was clear that the biggest corporation in the world figured that the road ahead demanded greater concern than ever before with service operations—especially doing the job right.

Production through August approximated 4,250,000

cars and 850,000 trucks. This almost ties the eight-month records of 1950-1951. The speed with which General Motors announced how it would solve temporarily the production tie-up resulting from the \$40,000,000 transmission-plant fire at Detroit indicates the momentum at which the assembly lines are currently traveling. The fire obliterated Hydra-Matic production, but GM took only a few days to arrange for installing Dynaflo on Oldsmobiles and Cadillacs and Powerglide on Pontiacs. These installations were being made beginning early this month. This will likely be the second biggest production year for the industry as a whole.

Mention "overhead" and you'll find that automotive men will stop what they're doing and start reading, if there appears

a glimmer of a chance that they might learn how to trim expenses. That's what one reader of the August issue said after reading the article on "Reducing the Overhead." Now, on page 74, is a follow-up on how another dealer has managed to shrink his corporation's spending belt. The take-home pay is the final test of any businessman's success.

Volume builders of a side-line nature may be a solution to a shrinking net profit. On the other hand, sometimes a car factory may try to be helpful and divert an unusually high number of popular units to a dealer skirting on the thin edge of bankruptcy. One factory actually deprived long-time dealers in one area of such cars in order to help a dealer who was in financial trouble. This dealer found

he couldn't move all the extra units at a profit and then made the mistake of calling a fellow dealer in another town, offering to split the profit if the latter could sell them. The latter declined, although he had been begging for them from the factory. This second dealer then wrote a letter to factory "big wheels" which raised temperatures beyond the normal summer levels. (P. S.—Dealer No. 1 had to liquidate anyhow.)



"Now here's a shop owner who has done some thinking about traffic layout. They don't have to crawl under a car to get to the rest room." (See page 68.)

Power outboard motors, motor boats, home air-conditioners and other electrical appliances are appearing in dealer showrooms and in garagemen's front offices in

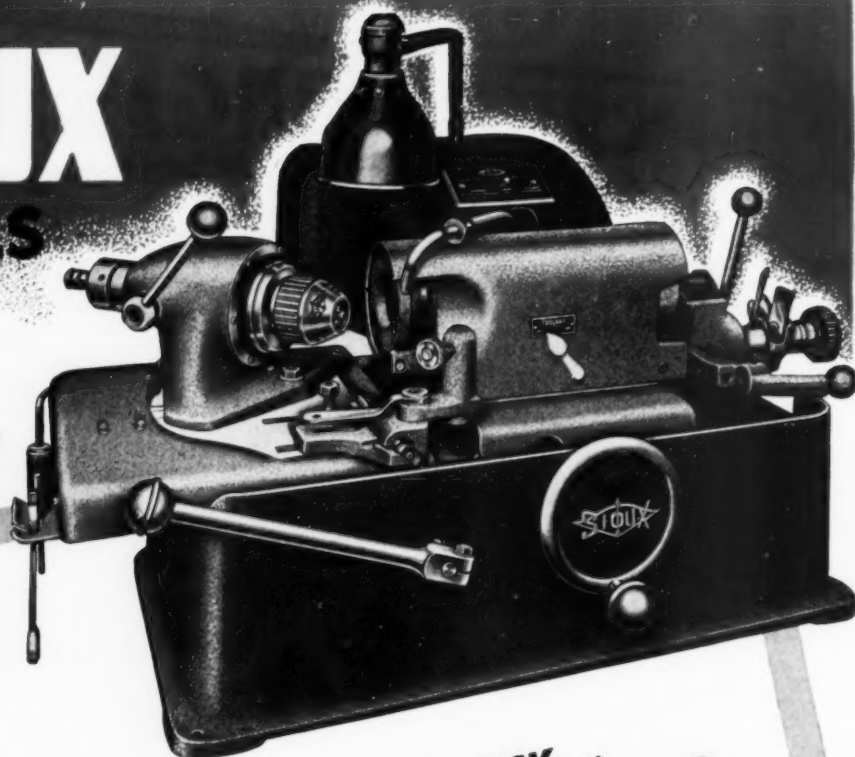
growing numbers today. The gross profit is handsome and there's not the problem of over-allowances or discounts. Especially is it true that servicemen are increasingly offering their facilities in keeping these products operating. On page 65 begins an article relating the profits which an Arkansas garageman has reaped since taking on this new activity of servicing small motors.

Happy rumors got to flying around Atlanta, Ga., last month that Chrysler was going to erect an assembly plant there. But it was the same old report, started by someone who had just learned of a tract of land the company has owned for several years. Some day, maybe, said Chrysler, the rumor will be true. Studebaker announced its next plant would be at Dallas or Fort Worth.

SIOUX

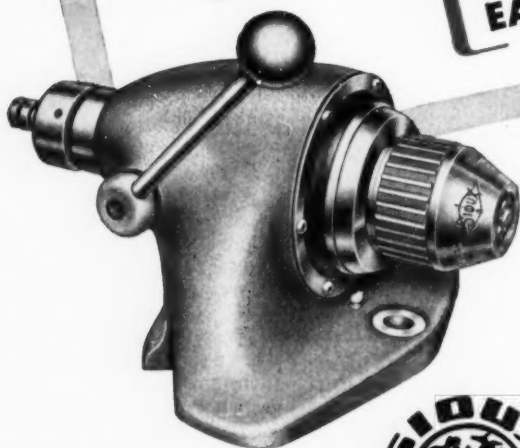
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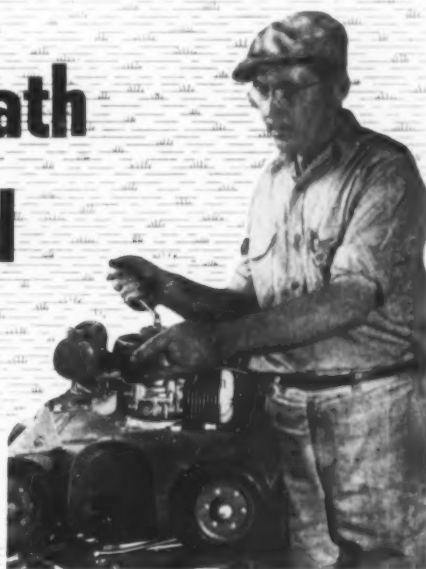
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He's Cutting a Swath in a Paying Field

**Servicing smaller engines
is profitable, says a man
who repairs 350 in a year.**



"DON'T pass up those power lawn mowers and garden tractors!"

This advice to automotive shops comes from Owen Brooks of Hot Springs, Ark. Already quite a number of dealerships and garages are turning to this source of additional, highly profitable shop volume.

Service and repair of these single-cylinder, two- and four-cycle gasoline engines added about

By Haines Hower

\$1,700 to his gross income last year, on top of his regular automotive service business.

Brooks, an independent garage-man for more than 20 years, pointed out that service on these small engines is a "natural" for the small shop. The tools used in any garage will handle the work on the small engines, he said. Be-

cause the customer isn't in the same rush for his lawn mower as he is for his car, the small jobs can be fitted in between regular automotive work, keeping the shop busy.

In the past few years hundreds of these gasoline-powered units have been sold, particularly in suburban neighborhoods and rural areas. Many of them were sold by hardware stores, feed dealers, department stores and other retailers which have not had the equipment nor the desire to get into the maintenance side of the power-mower business.

"This situation created a source of business for me in Hot Springs," said Brooks. "It's proved profitable and I haven't had to change my shop around or buy a lot of special equipment to handle the work. A shop can take on these small engines and turn out good work with the tools already on hand."

Brooks' records show that his shop turned out 350 service jobs on the small engines in the past 12 months. His minimum charge is \$3 on nearly all jobs.

A typical work-order for two-cycle, rotary-blade mowers totals \$9.15 and includes overhauling the magneto, cleaning the carburetor, adjusting the engine governor and

Brooks lifts a lawn mower from a customer's car. Customers usually leave the mowers in the shop for several days, so work is unhurried.





Since small garden tractors and lawn mowers take comparatively little room, Brooks can work on them even when his shop is filled with cars.

sharpening the cutting blade. Parts for such a job would account for about \$2.45 and the job would take a little over two hours.

A ring-and-valve job on a four-cycle engine takes about four hours and costs the customer about \$12, including parts.

"The most frequent complaint is hard starting," Brooks said, "and there are several easily-located causes. Dirt, water or rust scale in the fuel tank can cause trouble. Fouled spark plugs, dirty points, weak condenser or a wet magneto are next in line as trouble-makers.

"If the mower has been out of use for several months and the owner didn't drain the carburetor, the jets and orifices on the miniature carburetor probably are plugged up. If the engine has been idle and out in the weather for a long time, the piston rings often are stuck to the cylinder walls and rusted, unless the owner poured some oil into the cylinder."

These troubles are easily remedied by an experienced mechanic with good automotive tools.

Many stores that sell mowers aren't equipped to give service, Brooks said, and they often are glad to send maintenance business to an automotive man in the neighborhood. Two Hot Springs retailers of mowers and garden tractors have made arrangements with Brooks to handle their service work during the past six months. One firm, a farm-equipment and seed store, has since begun sending its pick-up trucks to Brooks for service too.

"As this small-engine business

has expanded, I've put in a stock of parts," Brooks said. "It consists mainly of piston rings, points, coils, condensers, governor springs and spark plugs, totaling about \$100. Local automotive jobbers carry most of these items in stock, or can get them in a hurry from parts distributors in Little Rock."

The trend toward more complicated, automatic equipment on newer cars was one of the reasons he sought additional work of the small-engine type for his shop, Brooks said. The small-shop operator, he felt, would either have to invest a lot of time and money to keep abreast of the new developments and service techniques, or find other sources of income for

his garage operation in the future.

"With the appearance of automatic transmissions, overdrive units, hydraulic systems for power steering, power brakes and window lifts, I could see I'd have to start buying a lot of specialized tools and test equipment or lose some of my business within a few years," he explained.

"I couldn't afford to take time away from the shop for special training in some of these fields anyway, so I've concentrated on tune-up and brake work and have been sending highly-specialized work to the shops that are really equipped to handle it right."

In the past two years Brooks has been able to handle more automotive customers without tying up his limited floor space on big, time-consuming jobs. These additional customers for tune-up work, plus the steadily-increasing volume of work on power mowers and tractors, keep Brooks and his one mechanic busy on a steady daily schedule.

Since getting into the small-engine business, Brooks has bought about \$95 worth of tools especially for this work. These tools include some special valve-seat grinding stones and a magnet charger.

Of his regular shop equipment, he said the most useful items included a welding outfit, drill press and a motor analyzer. A small lathe is used for making an occasional pin or small bushing.

Brooks first stepped into the small-engine field in 1945 when he started repairing outboard motors for fishermen on the lakes around

(Continued on page 119)

Brooks has invested about \$100 in this inventory of fast-moving parts for small engines. Local wholesalers carry many other items in stock.





When a Speed Cop Can Rest

Horsepower hounds won't be interested in this report: The cars averaged 20 miles an hour and a 1908 "one-lung" Reo led the way. It was all part of the tour staged last month by the North Carolina Horseless Carriage Club, extending 400 miles from Laurinburg to Raleigh, Wilmington and Windy Hill. Overnight stops were made at Raleigh, Wilmington and Windy Hill by the 50 cars and approximately 90 drivers and passen-

gers. At top left, Reece Baker of Charlotte changes a tire on his '17 Ford. Mrs. Baker fans patiently and son evidences boredom. At top right is view of curious crowd at Fayetteville. Left center shows arrival at Windy Hill and at center right a '16 Ford is making a service stop at Lillington. At bottom are familiar scenes (to oldsters): Owner Herb Payne (left) of High Point checks hot motor. Others also balk (at right).

A Georgia Shop Has Built-In

A FEW folks along automotive row jokingly refer to it as "the door with a building on it" but the comments are in the spirit

of good fun among good friends.

Both employees and customers like the well-lighted, convenient building occupied last year by

By **M. M. Wilcox**
Assistant Editor

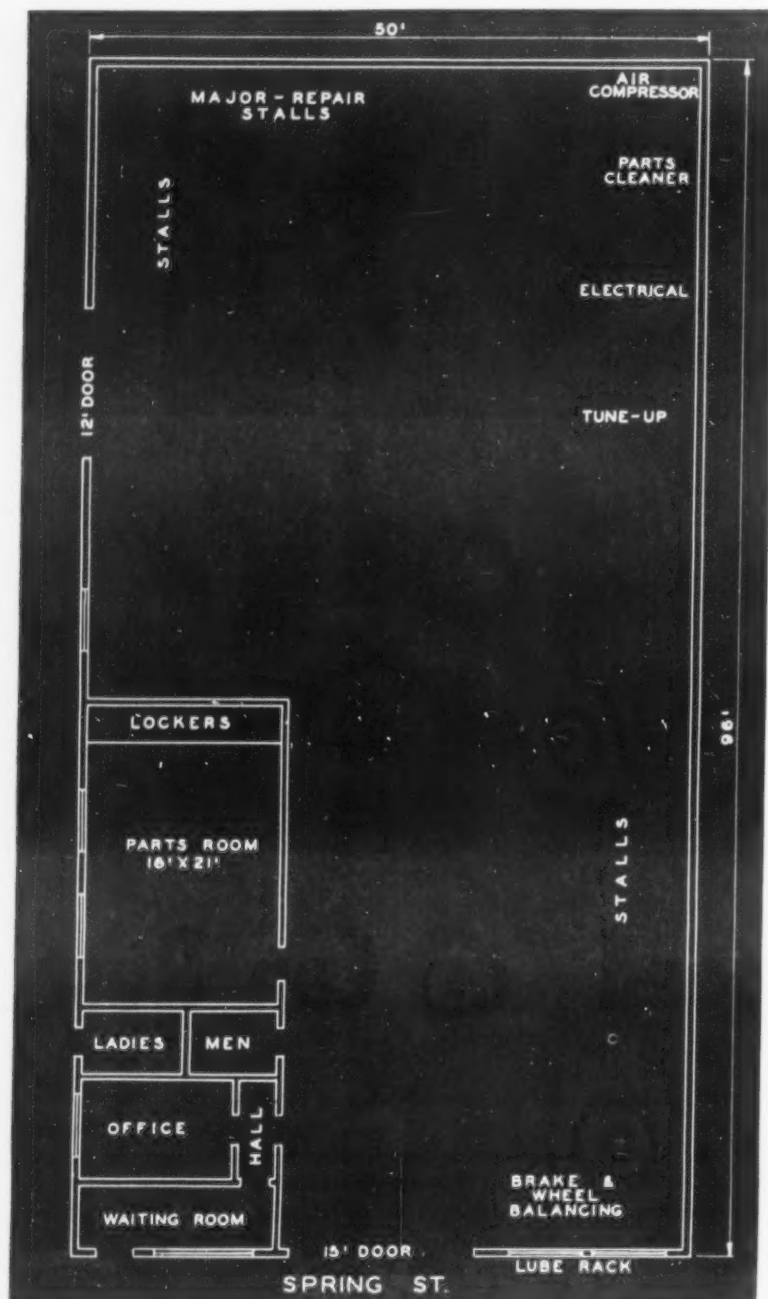
Auto Battery and Ignition Co., Atlanta, Ga.

The garage is an excellent example of how to avoid the "shut-in" effect when building on a limited space in the business district. But many of the features of the structure are just as interesting to garage owners who have room to spread out as much as they wish.

Three things help to give the garage an inviting, accessible look, even though it does not have the advantage of a corner lot.

First, the 50' by 96' building is situated at the back of the lot, leaving room for parking in front.

This is the first in a series of articles on garage buildings that help to increase efficiency, attract customers or boost profits. Some of the details may be adaptable to your own plans for building or remodeling. Another garage plan will be featured in the next issue.



Drivers can pull out of the heavy traffic in front of the building and onto the concrete parking apron without difficulty.

Second, the 15' by 15' entrance permits even the most nervous driver to roll into the shop without worrying about his fenders. Often Owner J. H. Hiott, Sr., or one of the employees will meet customers on the parking apron and write up the order there.

Third, windows at the back of the shop, plus skylights in the high, sloping roof, give light that allows customers to see into every corner of the orderly shop and creates an impression of spaciousness.

While the 15' by 15' overhead door has caused more comment from his friends and produced the remarks about the "door with a building," Hiott, a veteran garageman, considers the natural lighting the outstanding feature.

The right side of the garage ad-

Daylight

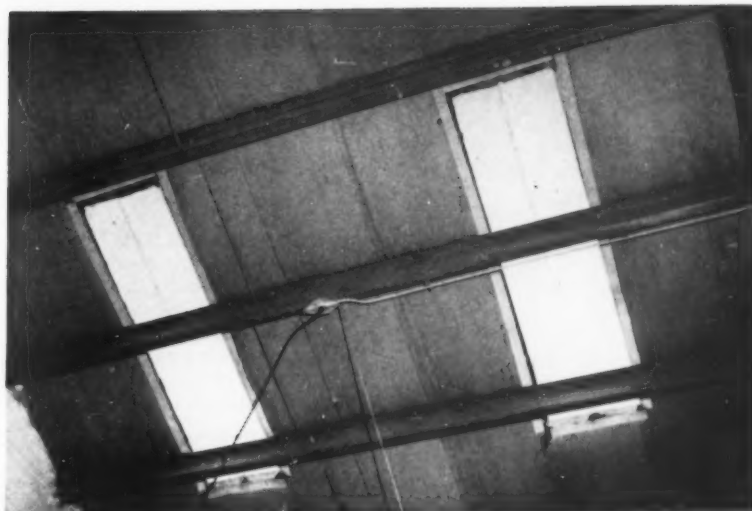
joins another building, so a solid wall was necessary. But a row of large windows is placed all across the back of the building and along the left side.

There are 20 skylights, evenly spaced over the entire roof, which is metal. The skylights are of a strong, translucent plastic. They are the same size as the sheet-metal panels of the roof and are installed as an integral part of the roof, without the special frames required for conventional glass skylights.

"The plastic panels are as durable as the metal ones and require no maintenance or special care," commented J. H. Hiott, Jr., who is associated with his father. "A plastic panel costs more than a metal panel the same size, but the extra lighting is well worth the difference in cost from an ordinary metal roof."

Although the shop has overhead fluorescent lights, they are almost never turned on. Even on dull, cloudy days, the combination of windows and skylights gives adequate, diffused light.

"Since we've been in the building, our electric bill has never run over \$20 a month, including power for our battery chargers and



These plastic skylights are the same size as the metal panels of the roof. This picture, taken inside the garage, shows the metal frames around the plastic panels and spun glass that covers the metal panels.

other equipment," said Hiott, Sr. "That shows how much natural lighting can save, as well as making work easier and the shop more attractive."

White walls for the shop and natural - finished pine - paneled walls for the office and parts room add to the bright, airy appearance.

The metal roof is insulated with 1½" of spun glass for greater comfort in summer and winter. The building is heated by two gas-fired units of the overhead blower type, which maintain the temperature at about 65 degrees. The gas (natural) bill was never more

than \$28 a month during the past winter, Hiott said.

Construction cost of the brick and concrete-block building was approximately \$6.50 a square foot, including heating and plumbing, Hiott said. Floor space is about 5,000 square feet.

There are a number of details to make work easier for the seven mechanics. Double electrical outlets are placed every 15' around the working area. An air line is available every 30'.

A switch for the overhead door is in easy reach on each of the four walls and there is one on the outside too, in case a customer wants to let himself in.

The parts room provides easy storage of fast-moving items, with inventory approximating \$2,500. The shop handles all types of mechanical work except frame straightening, which is done by a specialty shop next door to Auto Battery and Ignition.

Hiott has leased a 26' by 30' building on an adjacent lot to two body men.

What about movement of cars within the shop? So far, things have worked out fine. Overhauls and bigger jobs are handled at the back of the shop. Minor work is taken care of in the front stalls, with easy entrance and exit through the broad front door. The lube rack is under a canopy just outside the door.

A 12' by 12' door is placed in the left wall, opening into alley space. At present it is not used

(Continued on page 130)

As customers drive through the 15' front door, this is what they see. The 20 skylights eliminate dark corners. The gas heaters are overhead at right. Top of the office and parts room gives extra storage space.



Straight Talk from One Service

LET'S talk as one service manager to another, covering some of the tough spots we're encountering these days and what we had better be doing about it if we're to continue handling our job successfully.

There is a mythical "totem pole" in every organization. To occupy the top position thereon should be the desire of the various departments which make up an organization.

We of "Service and Parts" had the honor of top position for a short while, but were replaced by

By **E. M. LOWERY***

"Sales." However, now things are getting normal, in fact so normal that many newcomers don't know what normalcy means.

Getting normal is causing a lot of uneasiness on the "pole" and it is quite possible that "Service and Parts" may again attain the top position. To do so, most of us will have to get our house in order. We must gear our departments to the utmost in efficiency in every single phase of operation.

Unfortunately, there is not enough "pride in craftsmanship" anymore. As a result, our customers sometimes do not get the service they are entitled to and for which they pay a very good price.

We have been called "doctors of motors," but unlike the other doctors, our patients won't keep coming back for treatment of the same ailment. They soon look for another doctor.

"Come-backs," as we call them (and every shop has them, regardless of what they are called), cost plenty of time and money—and lose customers. Unless they are reduced to practically zero, we will never get on the top of the "pole."

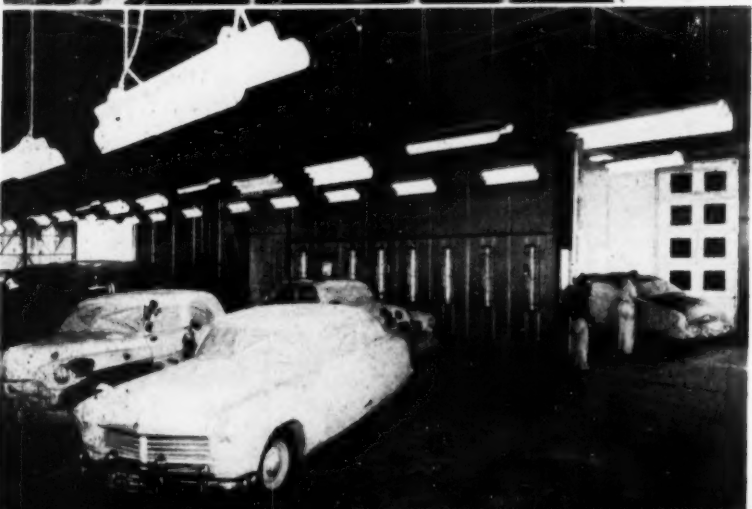
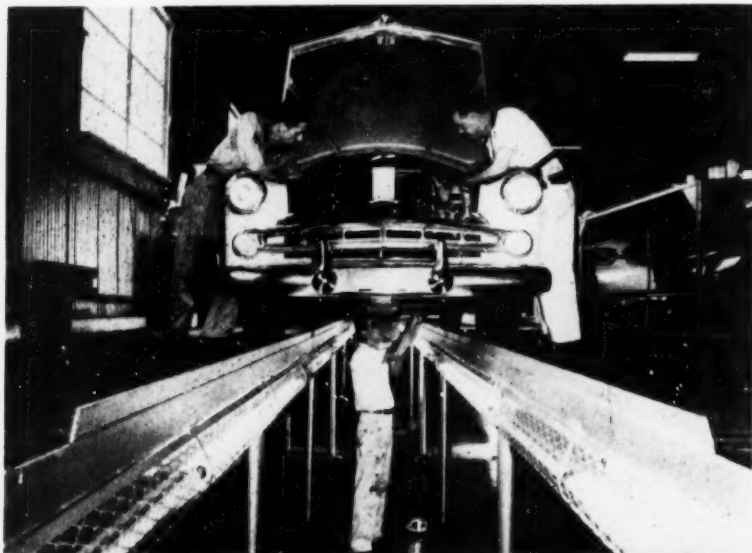
How can we reduce "come-backs"?

First, we should analyze the production of every mechanic in the shop. If records show any that are incapable of producing satisfactory work, they should be replaced. A very thorough training program should be put into effect for those who are selected as the ones to keep the department on top.

This program should be not only for the mechanics, but should include the "front men," or service salesmen. Correct diagnosis by the contact man will eliminate a great deal of explaining later and will prevent some ruffled tempers.

Our contact men should always try to sell preventive-maintenance services, thereby increasing the number of operations per repair order. We can all do a better job on this. In a shop that does an efficient selling job, 30 per cent of all repair orders should list one operation, 30 per cent list two op-

The "assembly line" for new-car make-ready at Lander Motors can accommodate four cars at one time. It is housed in a building which also has a "line" for preparing cars for painting. Cars and trucks enter the huge spray booth (bottom picture) and then are rolled into the gas-fired baking oven. An average of 300 cars and trucks have been made ready monthly and approximately 100 units have been run through the huge oven every month throughout the last three years at this plant.



**Technical editor of SAJ and director of service of Lander Motors, Inc., the mammoth Dodge - Plymouth dealership at Atlanta, Ga. His service-department employees number 100. His labor and parts sales in 1952 amounted to \$852,969. Lowery's automotive experience dates back to 1909—44 years ago.*

Manager to Another

erations and 40 per cent list three or more, according to one estimate.

Our advertising usually gets them into the shop, so if we increase the number of operations per repair order, we will automatically increase our service and parts volume, without handling any more vehicles.

Second, when mistakes are made and the customer has to "bring it back," determine immediately if anyone is at fault. If so, call it to that person's attention.

Going After "Come-Backs"

In our shop we have adopted the following program:

When the control-tower operator or dispatcher receives a repair order indicating a "recheck" or "come-back," it is recorded. Once a week each mechanic who is involved is given a list of rechecks, along with some pointers in regard to customer relations. After a few months' operation of this program, our mechanics are very "come-back"-conscious. As a result, they are doing much better work.

In other words, we are fixing more of them right the first time. This saves money and time for all concerned. We will never be completely free of "come-backs," but we can reduce them to the very lowest minimum.

Third, get your house in order so that a customer will like to visit you. Don't forget: We don't like to spend money on "the thing" either, so let's make it as pleasant as possible.

How?

Courtesy! Preach and teach courtesy until every employee realizes its value.

Cleanliness! Every motorist likes a clean shop and particularly likes for his car to be clean when it is returned to him after repairs.

Little things! They may be insignificant to you but very important to the customer.

Let's cite some case histories, if you'll pardon us:

Back in the "old days" he drove a Franklin. Best service customer we had—had been for years—thought we were Tops. He lost several screws (two, to be exact) out of the wooden frame. We replaced them. The original ones

were brass (he knew this) and we installed iron ones. He asked us to get brass ones; after the second request we still hadn't. Result? We never saw him again as a service customer. . . . Two little brass screws—and hundreds of dollars in service business lost. But, most of all, customer good-will—and



With his service department averaging 3,400 to 3,500 repair orders a month, sooner or later the author encounters almost every kind of mechanical difficulty and every kind of customer. Here he relates some things to watch out for when dealing with both motors and motorists. Twenty-three lifts are used in this building. The body shop, trim and appearance departments are in another structure not shown here.



he had friends (they always do).

Another: He needed a small part which we didn't have. We told him where he could get it, and he has been getting his parts and service there for the past 20 years. . . . Don't forget the "little things." They ARE important! It is so easy to lose a customer, but which one of us can afford to?

Sometimes it may cost us a few dollars to keep a customer with us, but it usually pays off in the end. For instance, he had just finished telling me what a bunch of highwaymen we were (I think the bill was about \$4.50). He was really mad, in fact so mad that he wasn't a very good driver, because on driving through the shop toward

the exit he "got" the fender of another owner's car. We went back and apologized to him for the crowded conditions in the shop and told him we would fix both jobs at our expense. We haven't been "highwaymen" for the past six years and he just loves that "new job" every year.

The follow-up system!

Keeping in touch with the customer. Getting his reaction to your service. Advising him of his vehicle's needs is a Must.

We knew a service manager who discontinued his "follow-up" because he couldn't take the complaints. None of us likes complaints, but we should be glad that

(Continued on page 119)



1. Menegay contacts a service customer to tell him not to worry if he can't pay his bill until his cotton is ginned. He then asks for used-car leads.



2. Service customer introduces Menegay to a friend who plans to buy when crops are in. By using trade-in as down payment, he could buy immediately.

Curing the U-C Sales Drought

WE HAVE no complaint with our used-car sales. But we are not making those sales off our lot.

We are rather proud of the physical appearance of our lot. We have received numerous compliments about the nice assortment of used cars we have. Trouble is, no one wants to buy one off our lot.

The lot does attract a certain number of shoppers. But you cannot close enough deals on a used-car lot anymore to even entertain the thought of doing so.

To conform with today's buying attitudes, used cars, like new cars, have to be sold. We are selling used cars. Working as we do, we sell an average of seven out of ten prospects—but not directly from our lot.

Why?

Most prospects don't know what they want. All they have is a vague idea of how much they can afford to pay. They see, for example, a 1946 Dodge on the lot priced at \$795. Right beside it is a 1950 model priced out of their reach. Upon comparing the two cars, they want the '50. They can afford only the '46.

The result is that they buy neither one. They have become interested in shopping. What they hope to find is a '50 model at the price of a '46. So no deal is closed.

We are closing seven out of ten

By L. D. "ED" IVEY
Owner, Harlingen Motors, Ltd.
(Dodge-Plymouth) Harlingen, Texas

prospects by never showing more than one car at a time. Usually we sell the first car we show.

The car we select to show first is based upon what the prospect has to trade. Usually he won't jump more than four years ahead of what he is driving, and he will

have a preference for one make.

Where are we getting the names of these prospects? That story begins with local conditions.

Because of the serious drought in this area, many of our service customers have been delinquent. They just didn't have the cash at the moment to pay their bills. As this was only a temporary condition, we didn't worry much.

What was worrying us were
(Continued on page 132)

3. Having found out the prospect's preference as to make and price, Menegay selects a suitable car from the lot and drives it to the prospect's home. Not having a chance to compare it with later models on the lot he can't afford, the prospect is more apt to be satisfied.



\$5 Heating "Plant" for Your Body Shop

How to get the most gross sales and service volume out of a building of a certain size—and investment—is always a matter of considerable thinking and planning in this industry.

It's news when someone comes up with an idea which costs little money where it usually costs a lot to do the job.

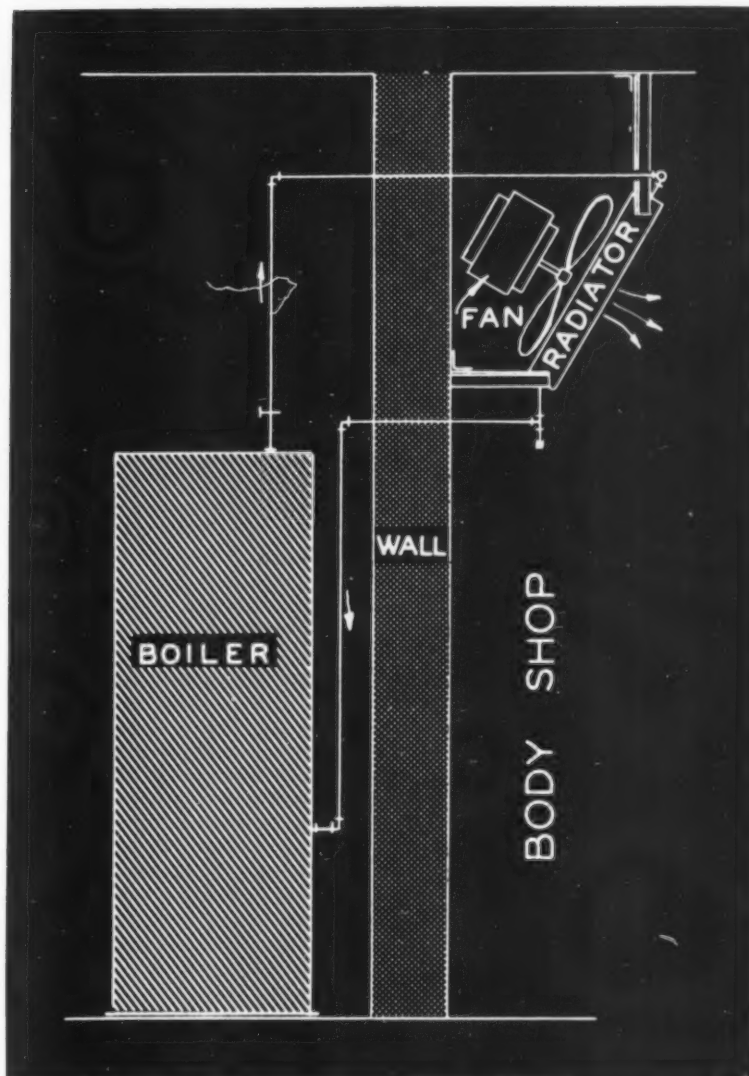
A heating "plant" costing around \$5 or less, plus an hour or two of an idle mechanic's labor, was the solution worked out at Sawyer-Wommack Motors, Inc., when growing pains were felt to provide more efficiently for a body shop.

There was a parking area adjacent to the rear side wall of the building occupied by this Dodge-Plymouth dealership at Gainesville, Ga. It was easy to figure out that by throwing a roof and three side walls around this area, one would be eliminating the necessity for constructing a fourth wall, but there was the matter—usually an expensive one—of heating the addition.

The steam boiler, which feeds the blower-type ceiling radiators, was already situated close to the wall on the other side of which the body shop was created.

A little thinking and up came the simple solution.

Several pieces of short-length pipes and elbows and about ten



feet of angle iron were rounded up. These were used to support on the wall and connect—through the wall—an old car radiator with the pipes of the boiler situated inside the service department.

A fan—made by a mechanic from two blades of steel fastened to a ¼-hp motor, was set up behind the radiator. (This same fan is demountable. It is set up on a homemade stand and provides a cooling breeze during the summer months.)

Said President R. W. Wommack: "This system has proved entirely satisfactory with our body-shop men. It cost only a few dollars, whereas we had at first thought of having to go to considerable expense to heat this new department. It has proven entirely satisfactory in every way."

The heat from a car radiator, as Vice-President W. Clell Sawyer pointed out, is far greater than most car owners would suspect. It has been found to be sufficient to heat a five- or six-room dwelling at freezing temperatures. The men in this body shop can vouch for the hot stream of air which their home-made fan churns toward them through the old radiator.

It was pointed out that if any shop owner should consider adopting this system, he should arrange for a safe placement of the electric motor in the event any spraying is to be done in close quarters. This might be achieved by arranging for the fan to be in another room, with a duct to bring in the moving air. Better still, local safety and fire officials should be asked to approve any type of installation before proceeding.

What Simple Ideas Have You Adapted?

*What simple and inexpensive ideas have you worked out?
A note to SAJ's editors will be all that's necessary.*



\$682.50 is the total saved each month under the program, the author (left) and Manske have determined by studying the savings.

SEVERAL months ago, Otto Manske and I sat down to discuss the subject of reducing overhead.

We have always prided ourselves on our conservative operation and hence we couldn't see at the moment where we could cut and make any appreciable saving. But as Mr. Manske pointed out, "A little here and a little there could add up."

We never could see the point in having an unproductive employee on our payroll. We have never had a porter, as such. Our parts chaser kept our display room shiny and our wash boy, with the help of the men in the shop, kept our service department up. We all double in brass, so to speak.

Another thing, we wouldn't at this point entertain the thought of dispensing with an employee. We do not intend to let any employee out and we wouldn't want them to think we had thoughts of laying off any one of them.

Laying-off personnel has a demoralizing effect. Just recently, a chain operation let two employees go. This was discussed by our shop personnel for three consecutive days. Their conclusion was: "Things must be tougher than we think." They speculated about their own security and what they would have to do if the ax fell on them.

Then, too, shop customers picked this up as a topic of conversation. They decided: "If things are actually getting that tough, we had better hold off. We will need our money for other uses, or these conditions will force prices down."

The comments showed us the bad effects of an employee being let out, even when he was employed by another company.

We are operating with one less office employee than formerly, but for some time we had known he was angling for another job. We held him until he was ready to step into his new job. Then we reorganized our office routine and found we did not have to replace this man. This saving is \$275 a month.

Upon examining our used-car advertising expense, we found that we were spending money out of proportion to sales. We were using large display space in which,

It's Time

By D. C. WITTE

General Manager, Manske Motors
(Lincoln-Mercury)
Brownsville, Texas

because we had the room, we were saying too much. Right away we lopped off \$200 a month there. We are accomplishing as much with smaller space now.

We are prone to cut our advertising budget to the bone. But when times get a little rugged, that's when we need advertising. We want to be sure we are buying advertising, however, and not giving out donations and charging it off to advertising.

Mr. Manske has been in business here in Brownsville for a number of years. Along with this dealership, he is consignee for Magnolia (oil), owns and operates Manske Auto Service and has other business interests. As a result of this, plus his active interest in civic and charity drives, he is asked for many donations under the guise of advertising.

Before renewing any of this type of advertising, we took time to delve into whether or not the cost was justifiable. By cutting out "lug" advertising, we saved an-

\$60 is saved by having a used-car mechanic cut floor mats from this bolt of material, instead of buying ready-made mats for the cars.



to Prune Deadwood

Trim off needless overhead, advises a Texan who did it.

other \$25 a month for the firm.

Turning these solicitors away isn't easy. To stave off the possibility of a serious reaction, they must be handled with tact. Many of them are under the impression that money we spend for such advertising is just that much less we will have to pay in income taxes. We sincerely believe that the majority are honest in their thinking. To them, a turn-down may be looked upon as an open admission that we prefer to pay the money in taxes rather than help a local worthy project.

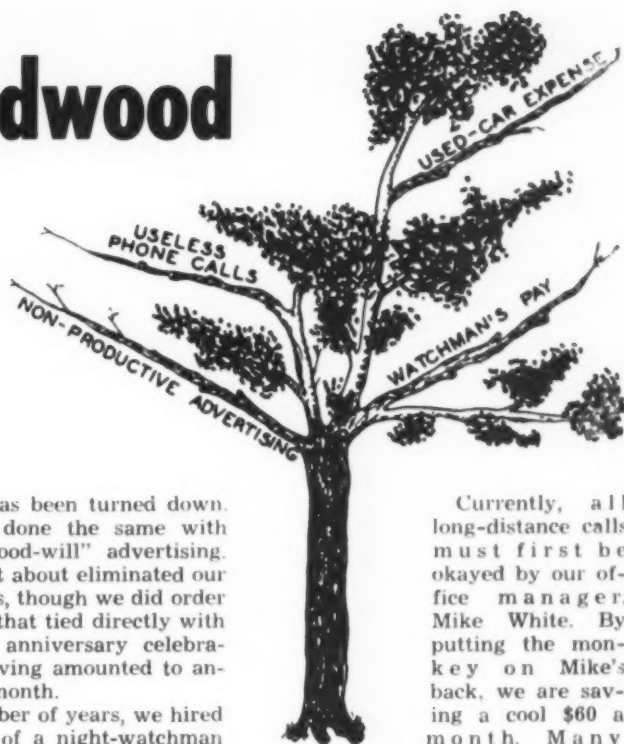
Turning the solicitors down cold and abruptly would be cultivating adverse public relations. Instead, we explain that we have been forced to eliminate this type of advertising to help hold our entire organization together. We point out that it is best for everyone concerned to cut some other expenses rather than to lay off an employee. The solicitors can see our reasoning. None leaves with a bad opinion of us, even

though he has been turned down.

We have done the same with so-called "good-will" advertising. We have just about eliminated our pass-out gifts, though we did order a few items that tied directly with Ford's 50th anniversary celebration. This saving amounted to another \$25 a month.

For a number of years, we hired the services of a night-watchman organization. For \$7.50 a month, a roundsman would drop by to try the door. We have dispensed with this, saving another \$7.50 a month.

We had been pretty lenient about long-distance phone calls. With the least excuse, one of our department heads would pick up the phone to order parts, check with a finance company, or check with another dealer regarding a certain model not in stock.



Currently, all long-distance calls must first be okayed by our office manager, Mike White. By putting the monkey on Mike's back, we are saving a cool \$60 a month. Many things can be handled

just as well by mail. Or calls can wait and Mike can put through one call to handle several things.

Over on our used-car lot, every employee must get a purchase order from our used-car manager, Don Robbins, before buying gasoline for a company car. And Don cannot buy more than three gallons of gas for any one used car.

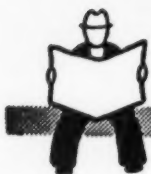
(Continued on page 119)

\$30 is saved by limiting gas for used cars to three gallons and using purchase orders.



\$60 is saved on long-distance calls, without down-on-the-knees begging for each call.





NEWS BRIEFS *of the*



SOUTHERN AUTOMOTIVE JOURNAL

"With trees around, I'd say you'd pass for a natural!"

Ayers Motor Co. to Have New Chattanooga Home

PLANs for a building that will double its floor space have been announced by Ayers Motor Co. (Cadillac-Oldsmobile), Chattanooga, Tenn. To be erected at the corner of 21st and Broad Sts., the building is scheduled for occupancy in December.

James A. Ayers, president of the firm, is secretary of the National Automobile Dealers Association and a past president of the Tennessee Automotive Association.

Brown Dies at Houston

Byron B. Brown, 51, owner of Byron Brown, Inc. (Oldsmobile), Houston, Texas, died recently. He was a past president of the Houston Automobile Dealers Association and a director of the Texas Automotive Dealers Association.

N. C. Dealer Appeals Sales-Tax Ruling

LOYD Phillips, an automobile dealer in Wilkes County, N. C., has appealed a tax case to the State Supreme Court, claiming he should not have to pay the three-per-cent sales tax on cars sold for resale outside the state.

Phillips contended that cars he sold to South Carolina dealers for resale should be taxed at the wholesale rate of 1/20 of one per cent.

The law provides that any sale to a person outside the state shall be taxed at retail rates, said Sam Behrends, who handled the case for the Revenue Department. Otherwise it would be a ready means of tax evasion, Behrends stated, since merchants could claim they sold to someone out of the state at wholesale and should pay only the lower wholesale tax rates. There would be no means of checking up on this, he said in his comment on the ruling.

There is no cause for alarm in the automobile installment credit picture and the present status of automobile credit is healthy for the economy, it was agreed by dealers, bankers and finance men at a meeting called recently by the National Automobile Dealers Association. Delinquencies and repossessions were at the lowest points in the last five years and continuing to decrease, it was reported. Among representatives of the automotive and finance organizations were (l. to r.): Alton M. Costley, Atlanta, Ga., NADA regional vice-president; Paul M. Welch, Atlanta, chairman, Installment Credit Commission, American Bankers Association; Edward P. Latimer, Charlotte, N. C., president, American Finance Conference, and James C. Moore, Washington, D. C., NADA counsel.



AUTOMOTIVE INDUSTRY



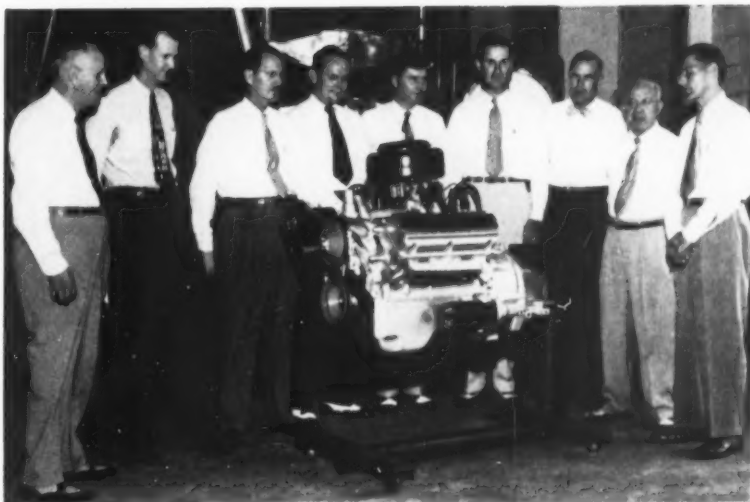
Charlotte Dealer Fined For Misleading Ad

DEL Weston, manager of Mecklenburg Motors, Inc. (Lincoln-Mercury), Charlotte, N. C., recently was fined \$25 and court costs on a deceptive-advertising charge and Don Owens, a salesman, was given the same fine on a charge of posting unlawful advertising.

The charges were filed by the Charlotte Better Business Bureau after "come-on" notes had been left on parked cars. The notes read: "I have a buyer for a car like this. Would you take \$——for it on a new 1953 Mercury? See me today."

According to C. A. Griffin, secretary-treasurer of the Better Business Bureau, the figure filled in might lead the car owner to believe he was being offered that amount for his car. One witness said when he visited the firm, the offer was substantially reduced.

Under state statutes and the city code, the placing of the notes in parked cars constituted adver-



After it had been used in a series of training courses for dealers' mechanics, this Dodge V-8 engine and related parts were given to the Engineering College of the University of Florida by Dodge Division. The gift was presented through Poole-Gable Motors, Ltd., Gainesville. Shown are (l. to r.): Charles S. Brooking and E. E. Gable, partners in Poole-Gable; Dr. John C. Reed of the Engineering College; R. L. Shugg, Dodge district manager; David B. Smith of the college; Harry T. Poole, partner in Poole-Gable; B. C. Truluck, Chrysler district service representative; Dean Joseph Weil of the college and R. C. Loman, Chrysler regional service manager at Atlanta.

Upholding the Texas tradition of bigness, Bascom Giles (left) staged a big-time promotion for his new Packard dealership at Austin, Texas, including dinner at a local restaurant for all Packard owners in the county, a parade and a three-day open house. V. E. Doonan, Dallas zone manager, is shown going over dealership plans with Giles. Land commissioner in Texas for 30 years, Giles is president of Delwood Motors, Inc. L. C. McGinnis, former car salesman, is general manager.



tising for the firm and would in itself be a violation of the law, it was stated.

The same type of promotion has been, and is now being, carried on by many dealers in other Southern states.

New Orleans Manager Named

C. F. Bradshaw has been appointed manager of the New Orleans, La., branch of Fruehauf Trailer Co. He joined the firm in 1948 as resident salesman in the Lexington Ky., area and later was transferred to Louisville.

Ford Appoints Kentuckian

Earle C. Dennis of Louisville, Ky., has been appointed assistant district sales manager at Louisville. Dennis has been with Ford 18 years, most recently at Indianapolis, Ind.

APRIL				AUGUST				DECEMBER			
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					

Looking Ahead

- Sept. 17-19 — Annual convention of New Mexico Automotive Dealers, La Fonda Hotel, Santa Fe, N. M.
- Sept. 20-22—Annual convention of Kentucky Automobile Dealers Association, Phoenix Hotel, Lexington, Ky.
- Sept. 24-26—Annual convention of Automotive Wholesalers of Texas, Austin.
- Sept. 27-29—Annual convention of Arkansas Automobile Dealers Association, Arlington Hotel, Hot Springs, Ark.
- Sept. 27-28 — Annual convention of Georgia Automobile Dealers Association, Biltmore Hotel, Atlanta, Ga.
- Oct. 2-3—Annual convention of Kansas Motor Car Dealers Association, Town House Hotel, Kansas City, Kan.
- Oct. 4-6—Annual convention of Texas Automotive Dealers Association, Texas Hotel, Fort Worth.
- Oct. 7-9—Annual convention of National Used Car Dealers Association, Buena Vista Hotel, Biloxi, Miss.
- Oct. 11-13 — Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi, Miss.
- Oct. 14—Annual meeting of Automotive Old Timers, Hotel Astor, New York City.
- Oct. 18-20—Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi, Miss.
- Oct. 21-22—Fall convention of Virginias-Carolinas Automotive Wholesalers Association, O Henry Hotel, Greensboro, N. C.
- Oct. 25-26—Fall convention of Automotive Wholesalers' Association of Alabama, Hotel Whitley, Montgomery, Ala.
- Oct. 25-27 — Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.
- Oct. 25-27 — Annual convention of Florida Automobile Dealers Association, Sheraton Beach Hotel, Daytona Beach, Fla.
- Oct. 29-Nov. 1 — Annual convention of Automotive Parts Rebuilders Association, Sherman Hotel, Chicago.
- Nov. 8-10 — Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond, Va.
- Nov. 18-19 — Annual convention of Oklahoma Automobile Dealers Association, Mayo Hotel, Tulsa, Okla.
- Dec. 6-7—Annual convention of National Standard Parts Association, Sherman Hotel, Chicago.
- Dec. 6, 7 and 10—Annual convention of Motor and Equipment Wholesalers Association, Conrad Hilton Hotel, Chicago.
- Dec. 7-8 — Annual meeting of The Oil Industry TBA Group, Chase, Park Plaza and Forest Park Hotels, St. Louis, Mo.
- Dec. 8-9 — Automotive Service Industries executive booth conference, Navy Pier, Chicago.
- Jan. 9-13—Annual convention of National Automobile Dealers As-



SOUTHERN AUTOMOTIVE JOURNAL

"The boys saw you waiting here and thought maybe you'd like to look at some of OUR body parts!"

- sociation, Miami Beach, Fla.
- April 8-11—Midwest Automotive Trade Show, Kiel Auditorium, St. Louis, Mo.
- May 10-11—Annual convention of Missouri Automobile Dealers Association, Muehlebach Hotel, Kansas City, Mo.
- May 15-20—Annual convention and Bermuda cruise, South Carolina Automobile Dealers Association.
- May 20-25—Annual convention and Bermuda cruise, North Carolina Automobile Dealers Association.
- Dec. 8, 9, 10 and 11, 1954—Biennial Automotive Service Industries Show, Navy Pier, Chicago.

Georgians to Hear Nance and Bell

JAMES J. Nance, president of Packard Motor Car Co., and Frederick J. Bell, executive vice-president of National Automobile Dealers Association, will be the principal speakers at the annual convention of the Georgia Automobile Dealers Association.

The convention will be held Sept. 27-28 at the Biltmore Hotel, Atlanta.



Dealerships, garages and service stations needing more room in shade for waxing and polishing may constitute the market for this new, portable car port, manufactured in Grand Prairie, Texas. Shown here, one of the first manufactured, size ten by 20 feet, is in use at a Dallas station owned by Ray McGee and managed by Paul Capley. The shaded port creates an additional shaded area which can be used exclusively for polishing, Capley explains, leaving one set of pump lanes clear for customer traffic. Of all-steel, electric welded construction the portable port mounts ball bearing swivel casters on the feet of supporting posts and can be easily moved to a desired position by two men. Two of the "feet" are equipped with spring jacks so the port can be anchored in position. The finish is aluminum paint. In top photo Manager Capley shows jack operation. At bottom is over-all view of port.

Charlestonian's U-C Lot Is One of the Biggest

FORT Sumter Chevrolet, Inc., has opened one of the brightest and biggest used-car lots in the country at Charleston, S. C.

The lot uses 85,000 watts—enough to light a hundred average homes. Measuring 358 by 450 feet, it will accommodate for display purposes up to 250 passenger cars and trucks.

Ford Reveals Details Of Louisville Plant

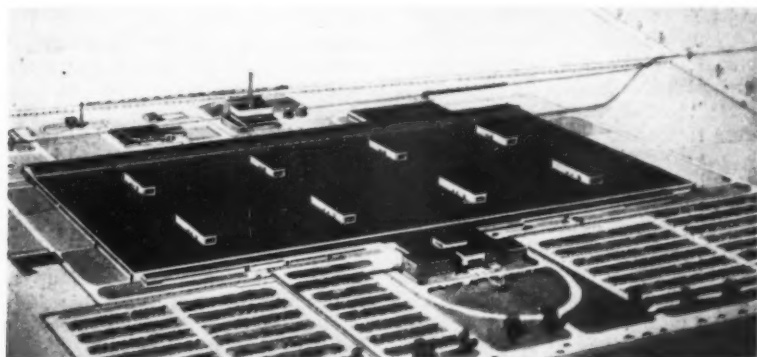
ARCHITECTURAL plans (see the photo below) for Ford Motor Co.'s new Louisville, Ky., assembly plant on a 193-acre site at Grade Lane and Ashbottom Road reveal that total space will approximate 1,500,000 square feet.

Ralph W. Settles, Louisville plant manager, said that manufacturing space alone will exceed 1,380,000 square feet.

Present grading operations are nearing completion and construction of the plant should begin soon, Settles said. Purchase of the property from the Louisville and Nashville Railroad was announced last April.

The one-floor assembly building, which will triple present production of Ford passenger cars and trucks at the company's 28-year-old plant on South Western Parkway, will measure 790 feet wide and more than 1,800 feet long. Side walls will be of pre-cast concrete panels.

Joined to the assembly building by a garage area will be the two-story office building totaling more than 36,000 square feet. It will front the plant, and in addition to the plant offices, it also will house the Ford Division's Louisville district sales office, headed by J. K. Lester.



SOUTHERN AUTOMOTIVE JOURNAL

"Can you make it a long, cold, nasty, miserable winter?"

Are You Too Afraid to Retire? Listen to This Tarheel Who Did

THINKING about retiring, but, confidentially, afraid to?

Maybe you should listen to this early report on how it feels to try retirement and what happens when you do. It comes from H. A. "Ham" Marks, formerly of Marks Machinery Co., who sold and serviced many an International truck and piece of farm equipment at Wilmington, N. C., before he retired a few months ago:

"I told myself 'way back yonder that if I could, I would retire at 50 and that's what I did. I made that decision because I had observed that most people who retired were so old that they weren't able to do much but retire. I wanted to re-

tire when I was still good for something and when I could enjoy it.

"Since retiring I have been to Europe on a civic-club convention and also I attended the queen's coronation. I've been busy otherwise, too. They've put me to work on a lot of civic activities; so many people say 'Let "Ham" do it because he's got nothing to do,' whenever they want some one to work on some activity. Right now I'm winding up the United Drive here.

"But I can't keep on mixing up with all those things, because I've got so many things I've got to do. One man said, 'You're going to have just as many worries as before.' I asked him why and he said, 'Because you'll worry over whether you should put the tree here or there.'

"He was referring to my plans to develop a little place near the beach. I have a lot there and I'm going to build a log cabin on it. I want to cut a channel to run to the place and there'll be a lot more work in connection with it. It will take more than a year to begin to complete some of this."

And these remarks came from one of the members of the truck committee of the National Auto-

(Continued on page 168)



Southern JOBBERS AND FACTORY MEN



Bull Outgrew His "Corral"

WAYNE Bull, ex-president of Southwest Automotive Show, got his personal start in the automotive wholesaling business just short of a San Antonio gutter; and it should be immediately and hastily added that the truth behind that implication is this:

His start was so small and modest, in quarters 20 by 40 feet for a total of 800 square feet, that there was not room inside for all the employees to work at one time, filling and assembling orders. So as an order was filled, it was piled neatly on the sidewalk in front, where the company truck picked it up.

There was only a limited amount of doubt as to who would drive the truck, for "all the employees" totaled up to two, Wayne and David Brown, who is now something of a wheel in the Wayne Bull Auto Parts organization.

But from this small beginning in 1945—an organization consisting of two men and 800 square feet of floor space—the Wayne Bull Auto

By Baron Creager
Southwestern Editor

Parts has grown to three locations in San Antonio, with a total of 27 employees—in eight years.

That makes it sound like Wayne Bull is something of a success in the aftermarket competition of the Mission City, but the mere use of that word "success" in connection with this report doubtless brings a blush to Wayne Bull. For he had implored:

"Now, please don't make this sound like I'm a success or anything like that, for I'm not. I haven't got it made. Besides, there are a lot of old-timers around here who are successes, and who taught me all I know about the business. They would think I'm getting too big for my pants."

However that may be, facts are facts, and it would seem that even the ultra-modest Wayne would admit to having made some progress. Under that word modest, the

dictionary gives an accurate description of Wayne, to-wit:

"Placing a moderate, or low, estimate on one's own merits; not forward or boastful. Evincing or arising from, lack of boldness, presumption, display, etc.; moderate, as in amount; unpretentious."

To that it might be added that he must be repeatedly primed to get him to talk about his personal part in the business, although he beams with pride about his organization; that he is mild-mannered in all respects and soft-spoken when he does speak. It must be, though, that he speaks the right words at the right time to customers.

Wayne did admit that in the beginning he and Brown did all their loading from the sidewalk. He was the entire sales force then and still handles some accounts personally, although there are four salesmen. He also loosened up to the point of describing his 1945 method of getting business, a method that still works.



Wayne Bull (right) and David Brown, the first and for a time the only employee, remember when they used to stack filled orders on the sidewalk for lack of space inside the building. Now the organization has three stores in San Antonio, one of which appears on the opposite page.

"In those days we would call a customer," he related, "tell him our truck was coming out that way and ask him what he needed.

"Then we would call other customers in that vicinity and go through the same routine. Before long we would have 12 or 14 pretty fair orders lined up, then we would gather the merchandise and stack the orders on the sidewalk.

"There wasn't any deception about that approach and we still use it in a modified way. If a truck is going in the direction of a customer, we tell him so and offer to bring anything he needs. It still gets business.

"It seems to me that this demonstrates that people like to give business to those who want it, ask for it and show an eagerness to serve."

At 41, Wayne was the youngest president in Southwest Show history and there is little doubt he is one of the youngest men in automotive wholesaling in the Southwest.

He knows practically nothing about any business except the one he is in, for at 18 he took his first job with the Motor Parts Depot in San Antonio, labored there for 15 years and admits he loved every minute of it.

Wayne may deny progress if he chooses, but a year and a half after opening in the 20 by 40 spot, he built a building 50 by 60, for 3,000 square feet, and not long thereafter this location was enlarged to 50 by 120 and the two branches

followed in due course.

For the record it might be added parenthetically that there are now approximately 50 houses competing for the aftermarket business in San Antonio. When Wayne started in business there were only about 30.

Wayne concluded in June his service as president of the Automotive Wholesalers of San Antonio, with 27 members.

Nathan M. Roberts (left), executive secretary of the Automotive Wholesalers' Association of Alabama, receives a grand award for distinguished service of the American Trade Association Executives. The award, only one of its type given a state association, was presented by Under Secretary of Commerce Walter Williams (right) during a meeting at Atlantic City. The award was made for meritorious service in the fields of highway safety, industry and public relations, legislative research and office management. "Despite a small budget and staff of only three people," said the ATAE, the Alabama group "has developed a detailed program of activities, with exceptional assistance from committees of members" of the association.



Blackhawk Lists Changes In Southern Personnel

BLACKHAWK Mfg. Co. of Milwaukee, Wis., announced last month these appointments:

David F. Westervelt as Southeastern district manager with headquarters at Atlanta.

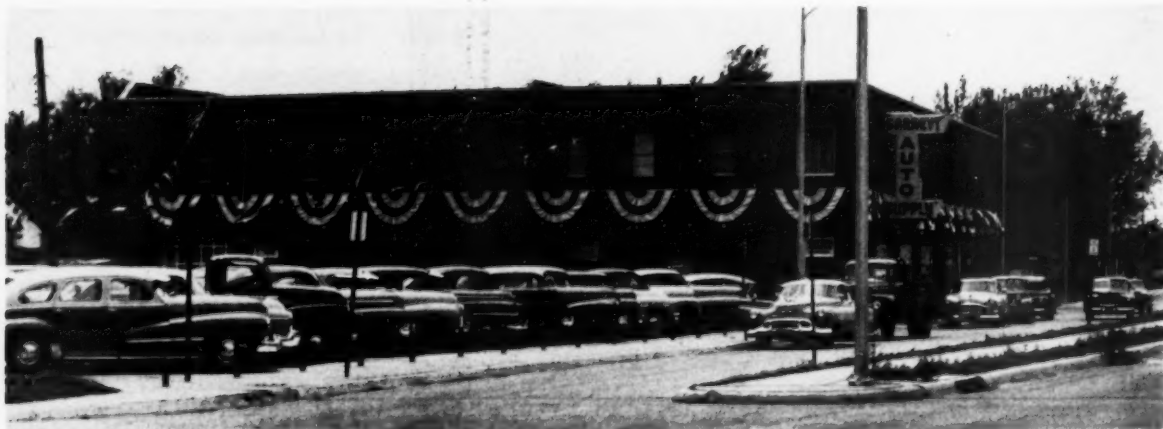
Marvin J. Wells of Oklahoma City and Robert R. Westbrook of Fort Worth, Texas, former territory representatives, to territory managers, with Wells covering Kansas, western Missouri, Oklahoma and the northwestern part of Texas and Westbrook covering the remainder of Texas. Both will work under District Manager Guy B. Cox, who has represented the firm in the Southwest for more than 35 years.

Norman Card as territory manager of Arkansas, western Tennessee, Mississippi and Louisiana, with headquarters at Memphis.

Southeast Show Officers Discuss Future Plans

NEWLY-ELECTED officers and directors of the Southeast Automotive Show met recently at Lake Lure, N. C., and discussed plans for a conference in 1954 and a show in 1955.

Exact dates and locations are yet to be decided, but the officers (Continued on page 154)



A Wichita Beauty!

A combination trade show, dealer clinic and open house marked the completion of new store facilities for Garnett Auto Supply, Wichita, Kan. About 1,300 mechanics, dealers and independent garagemen attended the two-day session and saw the booths set up by 36 manufacturers in regular show style.

Guests came in through the machine shop, which was kept operating

so they could see the services offered. Guests then were taken into the other areas of the building, including the meeting room and adjoining kitchen where refreshments were served. The counter was kept open and trade was brisk, as shown below.

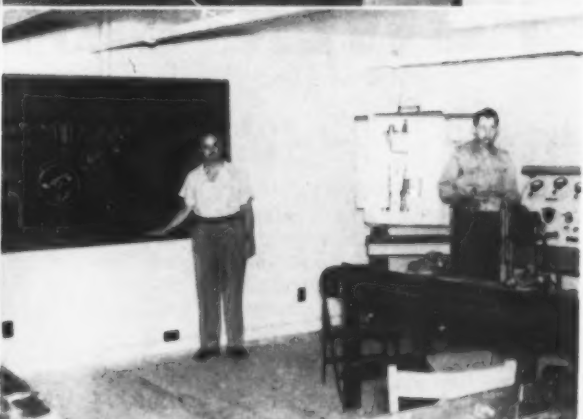
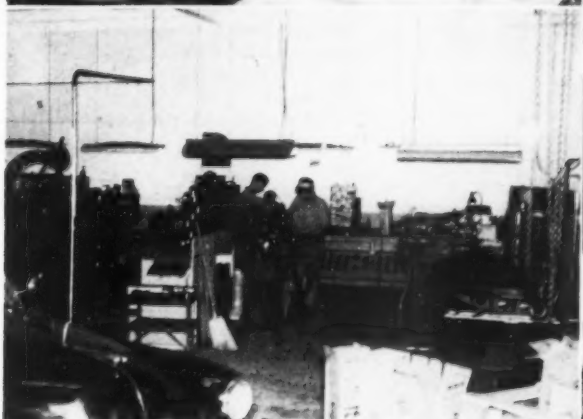
Shown during the opening (below left) are (l. to r.): L. A. Garnett, owner; Ken Stout, sales manager,

Unit Parts Manufacturing Co.; Floyd Campbell, credit manager, and Tom North, sales manager. Bill Wainscott is general manager.

"Sales results warranted the expenditure of time and money to put on the show," said North. "By holding the show in our own building, we were able to focus attention on the actual services we offer the trade and also to emphasize the coverage and depth of our stock."

The company had its beginning about ten years ago when Garnett started a small retail service outlet. In addition to the handsome main store at 1111 East Kellogg, the wholesaling firm operates two branches in Wichita.





Streamlined Tennessee Home

Streamlined service, now and in the future, were emphasized in the construction of the new home of R. T. Clapp Co., Inc., at Knoxville, Tenn. Parking space totals 18,500 square feet—enough for 100 cars! Offices, sales and school rooms are air-conditioned. Warehouse building (lower

left) is just back of service department. Desks of A. D. Moody (at lower right), president and general manager, and of O. Leon Montgomery, the vice-president and general sales manager, are back of glass partitions, but they can see everything going on. This new site is a mile and a half

from the center of the business district, which explains why the important parking problem could be solved much more readily. That plate-glass front at top left extends for 72 feet. Continuous classes of the school serve an area of 150 miles radius of their Knoxville territory.

SERVICE AND MAINTENANCE



POWER BRAKES

By E. M. Lowery
Technical Editor

SINCE the driver's foot gets the soft, easy feel of the foot brake pedal on a car equipped with power brakes, he (or she) is not likely to be satisfied with anything less. Cars so equipped, regardless of weight or speed, are practically effortless to stop.

Power brakes are of particular value to the lady driver and most certainly should be included on the equipment list when the new-car sale is made.

Power brakes are not new; we have had them on heavy-duty vehicles for years. Yet some of the boys get their "eyebrows up" when they see them on a passenger car.

There are several types of power braking units, some consisting of three basic elements combined into a single unit; others consist of three separate units. However, either type utilizes engine manifold vacuum and atmospheric

pressure for its source of power.

We hope in this story to treat with the single type in such a manner that its principle of operation and diagnosis of any trouble may be immediately spotted and corrected.

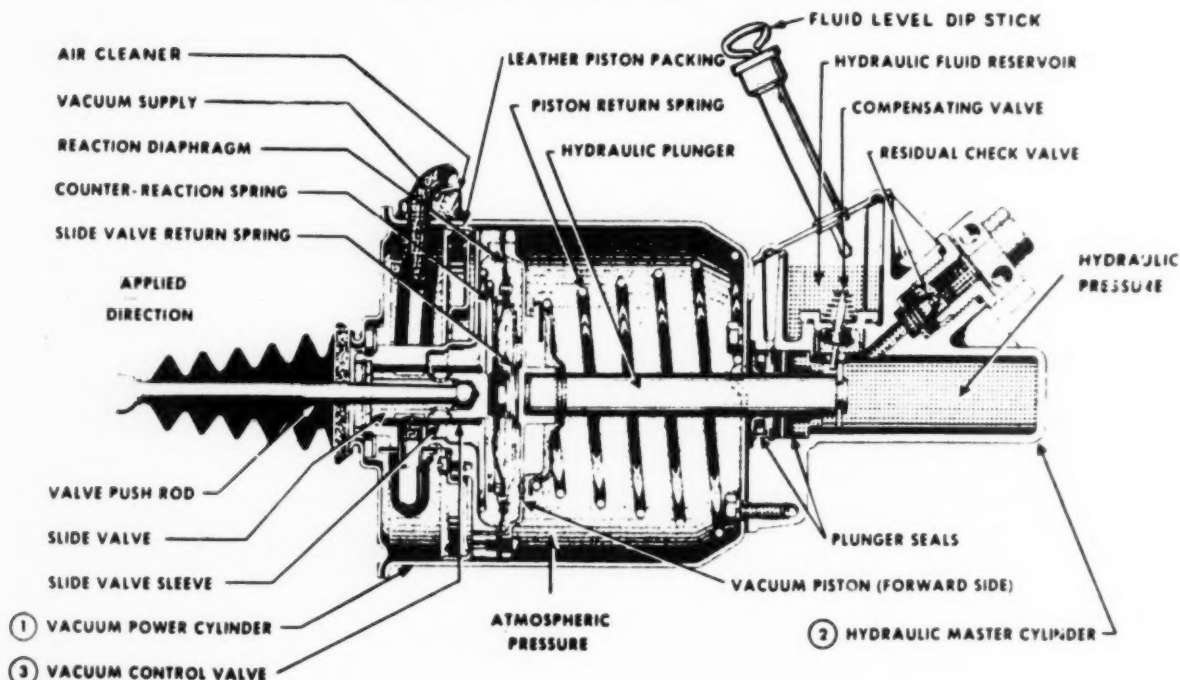
Let's take the unit on Oldsmobile. To repeat, it consists of three basic elements combined into a single unit (Fig. 1):

1. A vacuum power cylinder which consists of a cylinder, a vacuum power piston and a piston return spring.

2. A hydraulic master cylinder, which contains a cylinder hydraulic plunger, a compensating valve, a residual check valve and a fluid reservoir.

3. A mechanically-actuated valve which controls the degree of brake application or release in accordance with the foot pressure

Fig. 1—Power brake cylinder (cutaway view).



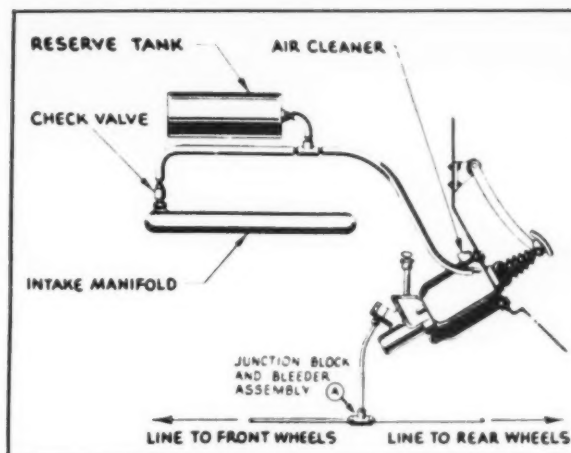


Fig. 2—Layout of brake system.

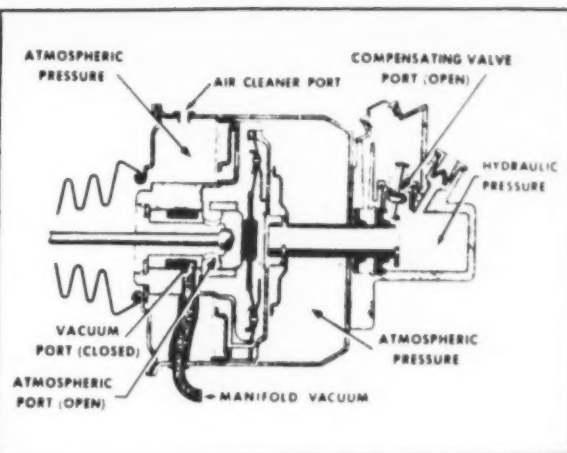


Fig. 3—Released position.

applied to the brake pedal. The control valve consists of a valve push-rod, a slide valve return spring, a reaction diaphragm and a counter reaction spring. (This unit replaces the conventional brake master cylinder and is rigidly attached to the toeboard of the vehicle.) (See Fig. 2.)

The unit is operated from the brake pedal which connects directly to the valve push rod. Two external lines are necessary; one connects the unit to the intake manifold (the source of vacuum) and one connects the unit into the hydraulic brake system. (See Fig. 3.) Air for operation is supplied through an air cleaner.

The power brake system greatly reduces the brake-pedal movement as well as the foot pressure required to stop the vehicle. Important: Should failure occur in the vacuum power system, brake application can still be made in the conventional manner. To offset



Technical Editor Lowery

any vacuum failure, this system has a vacuum reserve tank to retain vacuum assist for a limited time if the engine stalls. It operates like this:

In the released position, both sides of the vacuum piston and the reaction diaphragm are open to atmospheric pressure; therefore, the piston and diaphragm are balanced in atmospheric pressure. The vacuum piston and the diaphragm return springs hold the piston and diaphragm in the fully-released position.

The vacuum piston return spring, being attached to the hydraulic plunger in the released position, and the compensating port of the master cylinder open to provide a passage between the brake fluid reservoir and the master cylinder bore.

As the brake pedal is depressed, the valve push rod moves the slide valve to close the atmospheric port and open the vacuum port, thus connecting the forward side of the vacuum power piston and rear side of the reaction diaphragm to the engine vacuum (Fig. 4).

(Continued on page 122)

Fig. 4—Applied position.

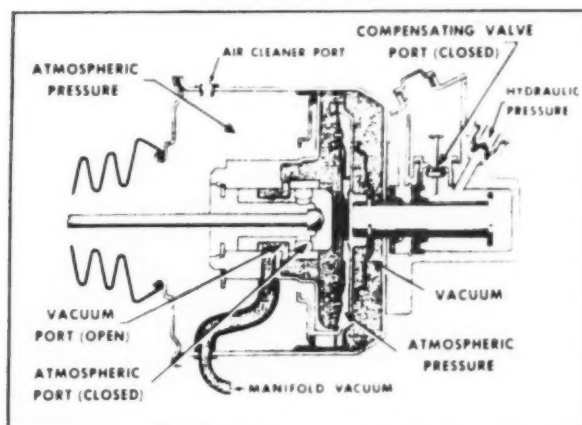
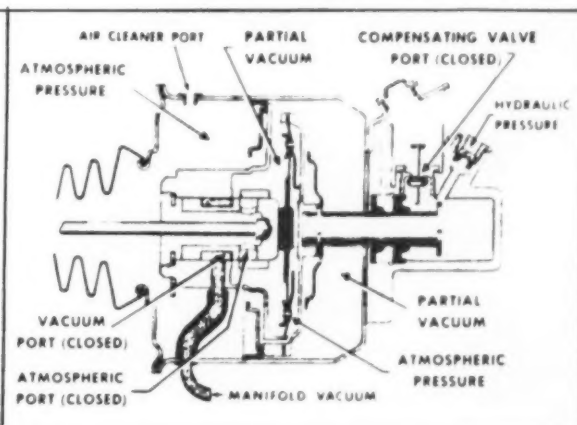


Fig. 5—Holding position.



BODY-SHOP OPERATIONS



Mixing and tinting to match an aged color requires skill not many refinishers have.

Diagnosing "Skin" Ailments

"A **IN'T** it awful when that new refinished fender can be spotted for a city block or more?" Yes!

There are too many complaints about spot painting and/or panel refinishing. They will smash up a section on a job where the paint is several years old and expect it to be refinished in exactly the same "shade" as the old paint. That would be the ideal way — if it were possible.

We have seen some of the "ole timers" who could take the mixing cup, some colors and a paddle and so closely match the old paint that the newly-painted section would hardly be noticed, especially if the rest of the job was given a thorough "clean-up." Unfortunately, there was no "ageing" material in their formula, so within a few months of "weathering" there was a distinct difference in the two colors.

Most of us today use the original formula and do a thorough clean-up of the old surface to remove as much of the weathering effect as possible.

We have had complaints on both methods and they are about equal.

By **E. M. Lowery**
Technical Editor

Where there is considerable spot work required, we have found it best to make some concession and sell an "over-all" refinish job. The concession made usually won't amount to the cost of several attempts to match the old paint.

The first item to consider in refinishing, whether it be a complete over-all job or a spot job, is the preparation of the surface.

If each preceding film or surface is not properly prepared to receive the succeeding film, then there is a definite set of circumstances present that will lead to trouble. If the pores of the metal are not free from grease, wax, rust or foreign properties, there will be no adhesion of the primer to the surface.

To be sure that the surface is clean and ready for primer application, it is necessary to use first a wax and grease remover. (Special note: Due to so many polishes and waxes containing silicon, it is advisable to clean the surface with fine steel wool along with the wax

and grease remover.) After wiping the surface to remove all foreign matter which has loosened up, the surface should then be sanded with a fine paper to remove any sheen present, and slightly roughen the surface to make a surface to which the primer will adhere. Remember: Sanding should be done after the use of the wax and grease remover, otherwise sanding will tend to impregnate the foreign matter into the surface.

As an insurance to be a successful lasting finish, the surface should be thoroughly washed off with a chemical metal conditioner after sanding. This will remove the last traces of rust and grease.

The surface should now be ready for the primer and consequently should not be touched by hand or wiping the dust off with a rag. Most "automotive refinishers" make the mistake of feeling the surface with their bare hands to determine if it is smooth and dry, and in doing so deposit on the surface foreign matter from their hands, therefore undoing all the good of their previous work.

Next, we should blow out all

seams, mouldings and open areas where moisture might be trapped and apply a thin wet coat of primer. The purpose of the primer is to form a bond coat between the surface and the succeeding surfacer coat; it is like a coat of glue and its chief characteristics are adhesion and rust prevention.

Primers usually should not be sanded. However, it is best to follow manufacturers' recommendations.

The next phase of proper finishing would be the application of the surfacer, the function being to fill small indentations caused by file marks and sanding. After sanding, the surfacer gives a smooth, even and non-porous surface to which the final color coat is applied.

In refinishing we have causes of complaints other than the "off-color" job, such as:

1. **Blistering**—Pimples or bubbles which may pop up in a dry film, particularly when it is exposed to conditions of high humidity. Blisters are caused by water bringing impurities into the film; underlying grease or dirt spots, inadequate cleaning of the surface before coating, temperature difference between the surface being painted and the materials being applied. This condition can only be eliminated by removing the surface down to the source of the

blistering and correcting at that point. Covering up of the blisters will not eliminate the problem.

2. **Chalking (weathering)**—Related to oxidation and fading. The formation of soft white powder on a surface caused by exposure to the weather. A bleaching action caused by exposure which also changes the color. The degree of "weathering" may be dependent upon the color, number of coats originally applied or improperly formulated material. This condition can usually be remedied by applying compound or liquid cleaner.

3. **Checking and cracking**—Alligatoring, hair lining, checking and cracking are closely related and are various degrees and stages of the same failure. Fine cracking is checking. "Alligatoring" refers to a finish which has cracked into large segments resembling alligator hide.

In checking, the small irregular cracks usually go only partly through the paint film.

Definite crevices going completely through the paint film are called "cracking." Each condition may be caused by too rapidly e-

vaporating thinners, top drying, less elastic coating being applied over a more elastic coating, or one coat over another before the bottom coat is dry. The most common cause is the application of too many coats.

The only certain remedy is to remove the finish down to the metal.

4. **Peeling**—Loss of bond or adhesion of an elastic paint film from the surface to which applied. Usually due to improperly cleaned surface that was either too glazed to permit the succeeding coat to adhere and, therefore, should have been scuffed, or the old surface was waxy and greasy. Sand and thoroughly clean the area before refinishing.

5. **Pin holing (pitting)**—Minute hollows or holes in a film produced by the bursting of trapped air, thinner or moisture during drying. In the majority of cases this is due to not enough thinning of the paint, or thinning with a poorly balanced thinner that evaporates too rapidly. It can also be caused by spraying too close to the object, or water in the air line.

(Continued on page 110)

October: Plymouth Top Service

Servicing the Plymouth convertible top will be covered next month by Ed Lowery. Last February's issue carried a rather comprehensive roundup on servicing the Chevrolet's "roof."

Photographs below courtesy of
The Arco Co., Cleveland, O.

Equipment like this assures the right color by eliminating hit-or-miss method of mixing.



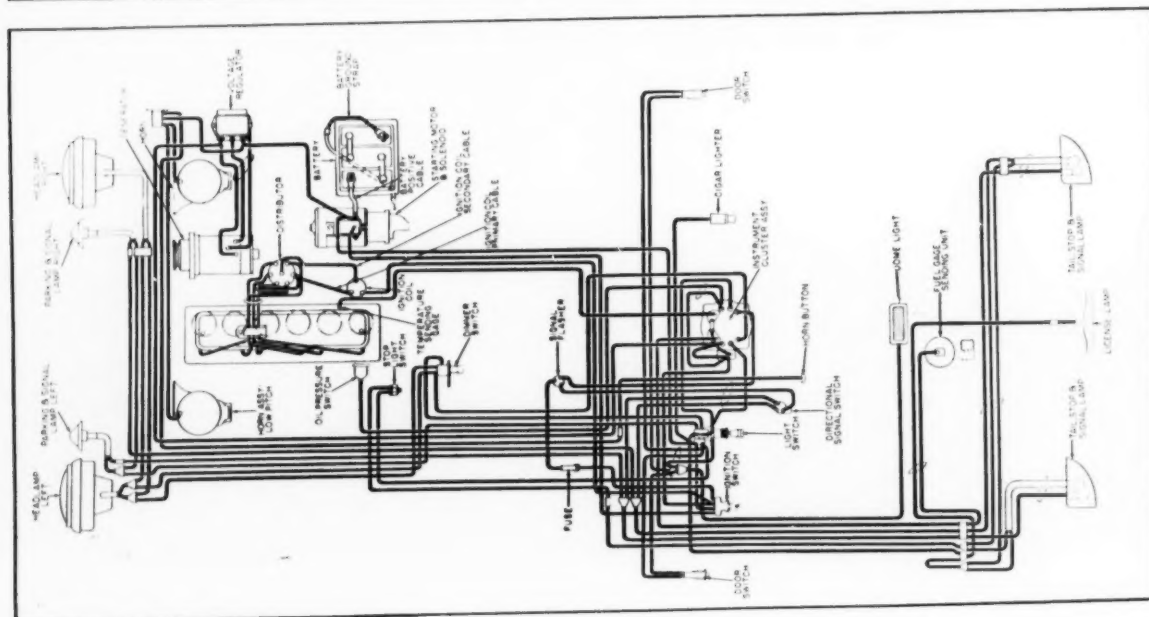
STUDEBAKER IS REALLY ON THE MARCH!

**A tremendous demand for
motoring's most advanced designing
is sweeping the country**

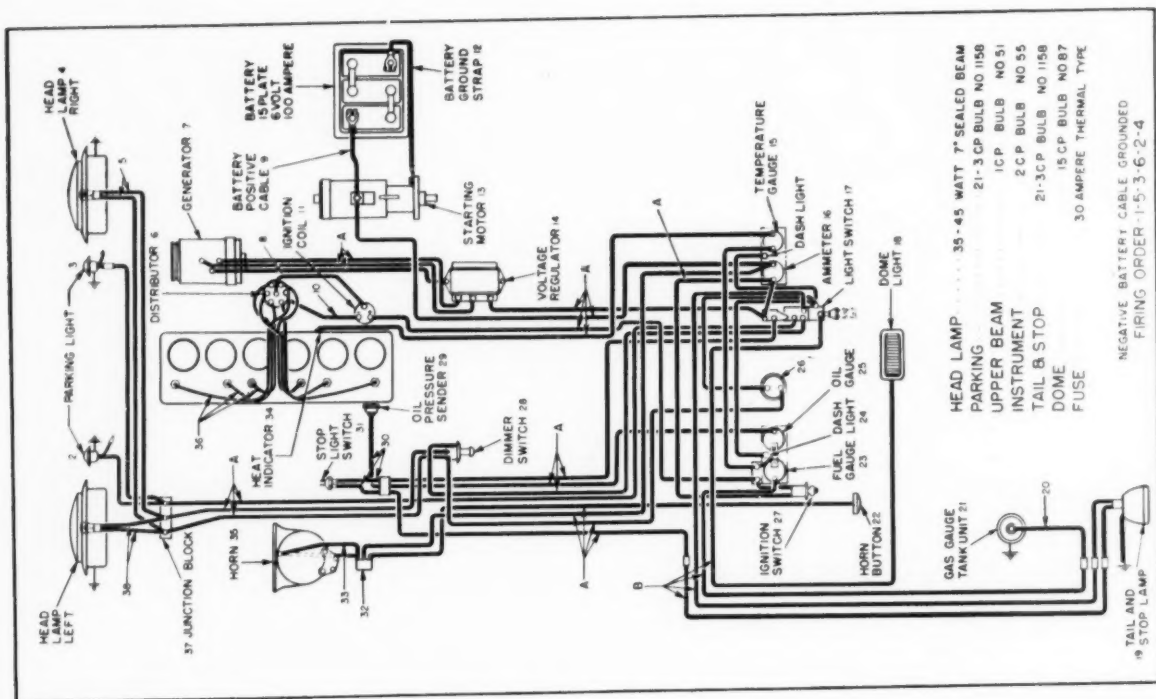


1953 STUDEBAKER

The new American car with the European look



WIRING DIAGRAM FOR 1953 WILLYS AERO



WIRING DIAGRAM FOR 1953 WILLYS STATION WAGON

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IF OUR SALESMAN HASN'T REACHED YOU
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R. R. Album Co.
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Minneapolis 1, Minn. — Whittier 1505

Warren Katz & Assoc.
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Atlanta 6, Ga. — Vernon 5398

Seymour Lowenstein
Lowe Sales Co.
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Mount Vernon, N. Y. — Mt. Vernon 7-5376

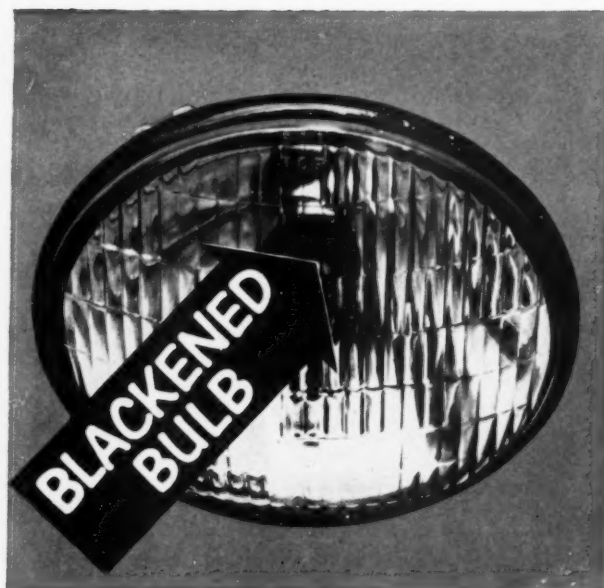
Sidney Lemberger & Son
22 Commonwealth Terr.
Brookline, Mass. — Aspinwald 7-9140

Jack Rosen
35-42 84th St.
Jackson Heights, N. Y. — Hi 6-1114

Jack Rankin
R. R. Album Co.
826 Royal Bank Bldg. Winnipeg, Man., Canada
Winnipeg 931033 (Western Canada)

Norle, Ltd.
637 Craig St., W.
Montreal, Quebec, Canada
University 6-9723 (Eastern Canada)

When you see head



***it's a sure sign you can
sell one of these →***

You've seen plenty of headlamps like the ones above—water or drops of moisture inside the lens, blackening on the inner bulb, rust and tarnish on the inside reflector, cracks in the glass. Watch for them. They rob light vital to safe night-time driving.

Takes Only Seconds to Check ... And Sell

Make a habit of checking headlamps when cars pull in for service. You can do it easily, quickly. And when you spot troubles like those above, let the customer know he may be "*headed for headlamp trouble*". This little phrase gives you a perfect lead-in to sell a

G-E "All-Glass" Headlamp. (Chances are most customers will want to buy two new lamps.)

Tell your customer how G-E Headlamps' one-piece construction keeps out dirt and moisture, eliminates tarnish, rust. (See cutaway, right.) Show him that the General Electric Headlamp has no inner bulb to blacken. The headlamp is *one big bulb*. Tests show they average 99% as much light after years of service as when new.

Start today! You'll do a real service for customers, win thanks for thinking of their safety. And you'll make plenty of extra sales, build profits too. Order a supply of General Electric Headlamps today.

GENERAL  **ELECTRIC**

lamps like these...



General Electric "All-Glass" Headlamps



NO INNER BULB TO BLACKEN

Headlamp is *one big bulb*. Rugged filaments replace inner bulb, can't shake loose.

MIRROR-LIKE REFLECTOR

It's built in, stays bright. Assures maximum light output for years of driving safety.

ALL ONE PIECE

All-Glass construction keeps out dirt, moisture. Eliminates tarnish and rust.

They DO NOT GROW DIM!

1953 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	Std. Wheel-base	No. Cylinders and Valve Arrangement	Bore and Stroke	ENGINE										WHEEL ALIGNMENT			BRAKES	
				Taxable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	Crankcase Cap. (Qt.)	Air Cleaner	Oil Filter	Vibra. Damper	Cooling System (No Water) (Qt.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)	Service	Parking	
ALLSTATE 4 Cyl.	100	4L	3 1/4 x 4 1/2	15.63	68@4000	G	3	4	Y	X	N	10.8	±1°-0° Prf.	1/4 to 1°P	1/8 to 1/4	H	RW	
ALLSTATE 6 Cyl.	100	6L	3 1/4 x 3 1/2	23.4	80@3800	G	4	5	Y	X	N	10.5	±1°-0° Prf.	1/4 to 1°P	1/8 to 1/4	H	RW	
BUICK Special 40	125 1/2	8L	3 1/2 x 4 1/2	32.51	125@3800	Ch	5	5 1/2	OB	Y	Y	12 1/2	-1/2 to 3/4°	-3/8 to 1/2°P	1/8 to 1/4	H	RW	
BUICK Super 60	121 1/2	V8L	4 x 3 1/2	51.2	164@4000	Ch	5	6	OB	Y	N	16 1/2	-1/2 to 3/4°	-3/8 to 1/2°P	1/8 to 1/4	H	RW	
BUICK Roadmaster 70	125 1/2	V8L	4 x 3 1/2	51.2	188@4000	Ch	5	6	OB	Y	N	18	-1/2 to 3/4°	-3/8 to 1/2°P	1/8 to 1/4	H	RW	
CADILLAC	120 1/2	V8L	3 1/2 x 3 3/4	46.5	210@4150	Ch	5	5	OB	X	Y	19 1/4	±1/2°	±3/8°	1/8 to 1/4	H	RW	
CHEVROLET (Conventional)	115	6L	3 3/8 x 3 3/8	30.4	108@3600	G	4	5	OB	N	Y	15	0 to 1°	0 to 1°	1/4 ± 1/8	H	RW	
CHEVROLET Powerglide	115	6L	3 3/8 x 3 3/8	30.4	115@3600	G	4	5	OB	N	Y	15	0 to 1°	0 to 1°	1/4 ± 1/8	H	RW	
CHRYSLER Wind. & DeLuxe	125 1/2	6L	3 3/8 x 4 1/4	28.36	119@3600	Ch	4	5	OB	Y	Y	15	1 to 3°-2° Prf.	±3/8°	0 to 1/8	H	Ps	
CHRYSLER N. Y. & Special	125 1/2	V8L	3 3/8 x 3 3/8	46.51	180@4000	Ch	5	5	OB	Y	Y	25	1 to 3°-2° Prf.	±3/8°	0 to 1/8	H	Ps	
CHRYSLER Custom Imperial	134 1/2	V8L	3 3/8 x 3 3/8	46.51	180@4000	Ch	5	5	OB	Y	Y	25	1 to 3°-2° Prf.	±3/8°	0 to 1/8	H	Ps	
CHRYSLER Crown Imperial	145 1/2	V8L	3 3/8 x 3 3/8	46.51	180@4000	Ch	5	5	OB	Y	Y	25	1 to 3°-2° Prf.	±3/8°	0 to 1/8	H	Ps	
DAESOTO Powermaster	125 1/2	6L	3 3/8 x 4 1/2	28.36	116@3600	Ch	4	5	OB	Y	Y	15	1 to 3°-2° Prf.	±3/8°	0 to 1/8	H	Ps	
DAESOTO Fire Dome	125 1/2	V8L	3 3/8 x 3 3/8	42.05	160@4400	Ch	5	5	OB	Y	Y	22	1 to 3°-2° Prf.	±3/8°	0 to 1/8	H	Ps	
DODGE Meadow, D46	119	6L	3 1/4 x 4 1/2	25.35	103@3600	Ch	4	5	OB	Y	Y	14	±1°	±3/8°	0 to 1/8	H	Ps	
DODGE Meadow, D47	114	6L	3 1/4 x 4 1/2	25.35	103@3600	Ch	4	5	OB	Y	Y	14	±1°	±3/8°	0 to 1/8	H	Ps	
DODGE Coronet D44	119	V8L	3 3/8 x 3 3/4	37.80	140@4400	Ch	5	5	OB	Y	Y	19	±1°	±3/8°	0 to 1/8	H	Ps	
DODGE Coronet D48	114	V8L	3 3/8 x 3 3/4	37.80	140@4400	Ch	5	5	OB	Y	Y	19	±1°	±3/8°	0 to 1/8	H	Ps	
FORD Main. & Customline 6	115	6L	3.56 x 3.60	30.4	101@3500	G	4	4	OB	Y	Y	15	±1/2 to 1°	0 to 1°	1/8 to 1/4	H	RW	
FORD Main. & Customline 8	115	V8L	3.19 x 3 1/2	32.5	110@3800	G	3	4	OB	Y	N	22	±1/2 to 1°	0 to 1°	1/8 to 1/4	H	RW	
HUDSON Wasp DeLuxe	119 1/2	6L	3 3/8 x 3 3/4	30.45	112@4000	Ch	4	7	Y	Y	Y	18 1/2	1/2 to 1 1/2°	1/2 to 1 1/2°	0 to 1/8	H	RW	
HUDSON Wasp Super	119 1/2	6L	3 3/8 x 4 1/4	30.45	127@4000	Ch	4	7	Y	Y	Y	18 1/2	1/2 to 1 1/2°	1/2 to 1 1/2°	0 to 1/8	H	RW	
HUDSON Hornet	123 1/2	6L	3 3/8 x 4 1/2	34.88	145@3800	Ch	4	7	Y	Y	Y	18 1/2	1/2 to 1 1/2°	1/2 to 1 1/2°	0 to 1/8	H	RW	
KAISER Man. & DeLuxe	118 1/2	6L	3 3/8 x 4 1/2	26.3	118@3600	Ch	4	5	OB	Y	Y	12.5	±1°	0 to 3/8°	1/8 to 1/4	H	RW	
HENRY J Corsair	100	4L	3 1/2 x 4 1/2	18.63	58@4000	G	3	4	OB	X	N	10.8	1/4 to 1°	1/4 to 1°	1/8 to 1/4	H	RW	
HENRY J Corsair DeLuxe	100	6L	3 1/2 x 3 1/2	23.4	80@3800	G	4	5	OB	X	Y	9.5	1/4 to 1°	1/4 to 1°	1/8 to 1/4	H	RW	
LINCOLN	123	V8L	3.80 x 3 1/2	46.2	205@4200	Ch	5	5	OB	Y	Y	22.5	0 to 1 1/2°	0 to ±1/4°	1/8 to 1/4	H	RW	
MERCURY	118	V8L	3.19 x 4	32.5	125@3800	G	3	4	OB	Y	N	21.5	0 to 1 1/2°	0 to ±1/4°	1/8 to 1/4	H	RW	
NASH Statesman	114 1/2	6L	3 1/2 x 4 1/2	23.44	100@3800	Ch	4	4	OB	N	Y	15	0 to 1 1/2°	±1/4°	1/8 to 1/4	H	RW	
NASH Ambassador	121 1/2	6L	3 1/2 x 4 1/2	29.4	120@3700	Ch	7	6	OB	N	Y	18	0 to 1 1/2°	±1/4°	1/8 to 1/4	H	RW	
NASH Rambler	100	6L	3 1/2 x 4	23.44	85@3800	Ch	4	4	Y	N	Y	12	1/4 to 1 1/2°	1/4 to 1 1/2°	1/8 to 1/4	H	RW	
OLDSMOBILE "98"	124	V8L	3 1/2 x 3 3/8	45	165@3600	Ch	5	5	OB	Y	Y	21.5	0 to 3/4°	-1/4 to 3/4°	1/8 to 1/4	H	RW	
OLDSMOBILE Super "88"	120	V8L	3 1/2 x 3 3/8	45	165@3600	Ch	5	5	OB	Y	Y	21.5	0 to 3/4°	-1/4 to 3/4°	1/8 to 1/4	H	RW	
OLDSMOBILE DeLuxe "88"	120	V8L	3 1/2 x 3 3/8	45	150@3600	Ch	5	5	OB	Y	N	21.5	0 to 3/4°	-1/4 to 3/4°	1/8 to 1/4	H	RW	
PACKARD Clip. & DeLuxe	122	8L	3 1/2 x 4 1/2	39.02	150@4000	Ch	5	7	OB	Y	Y	20.5	-1/2 to 1 1/2°	0 to 3/4°	0 to 1/8	H	RW	
PACKARD Mayfair	122	8L	3 1/2 x 4 1/2	39.02	160@3600	Ch	5	7	OB	Y	Y	20.5	-1/2 to 1 1/2°	0 to 3/4°	0 to 1/8	H	RW	
PACKARD Cavalier	122	8L	3 1/2 x 4 1/2	39.02	180@4000	Ch	5	7	OB	Y	Y	20.5	-1/2 to 1 1/2°	0 to 3/4°	0 to 1/8	H	RW	
PACKARD Pat. & Custom	*	8L	3 1/2 x 4 1/2	39.02	180@4000	Ch	7	7	OB	Y	Y	20.5	-1/2 to 1 1/2°	0 to 3/4°	0 to 1/8	H	RW	
PLYMOUTH Cambridge and Cranbrook	114	6L	3 1/2 x 4 1/2	25.35	100@3600	Ch	4	5	OB	Y	Y	13	±1°	-3/8 to 3/8°	0 to 1/8	H	Ps	
PONTIAC Chieftain 6	122	6L	3 3/8 x 4	30.46	115@3800	Ch	4	5	OB	Y	Y	18.3	±1/2° 0° Prf.	±1/4°	0 to 1/8	H	RW	
PONTIAC Chieftain 8	122	8L	3 3/8 x 3 3/4	36.45	118@3600	Ch	4	5	OB	Y	Y	19.5	±1/2° 0° Prf.	±1/4°	0 to 1/8	H	RW	
STUDEBAKER Champion	118 1/2	6L	3 x 4	21.6	85@4000	G	4	5	Y	Y	Y	10	1 1/4 to ±1/4°	0 to 1°	1/8 to 1/4	H	RW	
STUDEBAKER Cmdr. & Land Cr.	120 1/2	V8L	3 3/4 x 3 1/2	36.4	120@4000	G	5	6	Y	Y	Y	17 1/2	1 1/4 to ±1/4°	0 to 1°	1/8 to 1/4	H	RW	
WILLYS Aero Ace 685A Custom	108	6P	3 1/2 x 3 1/2	23.44	90@4200	G	4	5	Y	N	Y	11	±1°	1 1/4 to 1 1/4°	1/8 to 1/8	H	RW	
WILLYS Aero Lark 675A Del.	108	6P	3 1/2 x 3 1/2	23.44	90@4200	G	4	5	Y	N	Y	11	±1°	1 1/4 to 1 1/4°	1/8 to 1/8	H	RW	

ABBREVIATIONS

*—Patrician, 127"; Custom, 149"
 L—When equipped with Dynaflow, 13 1/2"
 L—When equipped with Dynaflow, 18"
 L—Cadillac, model 6019, 130; models 7523 and 2533, 146 1/2"
 Ch—Chain
 F—F-head

G—Gear
 H—Hydraulic
 I—Valve-in-head
 L—L-head
 N—No
 OB—Oil bath

P—Positive
 Prf.—Preferred
 Ps—Propeller shaft, rear transmission
 RW—Rear wheels
 X—Optional at extra cost
 Y—Yes

100,000th enrollee in Tech program is young Korean War veteran

To a young Korean War veteran, now building a new civilian career, goes the distinction of being the 100,000th man enrolled in a national training program for automobile mechanics.

He is the newest student in the Master Technician's Service Conference — Master Tech, for short — a continuing technical correspondence course prepared by Chrysler Corporation and administered by its dealers for training their service personnel.

Mr. "One-Hundred-Thousand" in the Master Tech program is Elwood Fathergill, 21, of Lexington, Kentucky. Fathergill, who has just returned to civilian life after a year in Korea, recently started work for Goodwin Brothers, Dodge-Plymouth dealer in Lexington. From discussions about incendiary grenades, angles of impact and night patrolling, Fathergill now is talking about planetary gears, compression ratios and overrunning clutches. He is training to become a skilled mechanic with the help of the Master Tech program and his foreman, William Ramsey, a veteran mechanic who has taken the Master Tech course for over five years.

Clear, interesting instruction

Once a month Fathergill and fifteen of his co-workers attend their Master

Tech class. First, they are shown a slide film with a synchronized phonograph record. Each film has been carefully edited by factory engineers and service experts and deals with some important aspect of automotive service. When the film is over, service reference books are distributed and there is a discussion period with the aid of specially prepared charts.

The conference leader at Goodwin Brothers is Cecil Hardwick, the Service Manager, who has been with the firm for 31 years. At the end of the discussion period he gives the "students" questionnaires to test what they have learned. After completing, they are sent back to Detroit where they are carefully checked and graded.

Accurate records are kept of each student's progress. At the end of each year of successful work Fathergill will receive a certificate. As he progresses in the course he will receive additional awards for extra achievement.

The dealer's role

All of the course material is developed by Chrysler Corporation and is purchased by dealers. The program is supervised by an advisory committee made up of the Directors of Service of Chrysler Corporation.

At present there are 8718 dealers in the United States subscribing to the program. With the materials that he receives, the dealer, his service man-

ager, or whoever is selected to be the conference leader, can give thorough instruction in such technical subjects as the operation of cross and roller type universal joints; how to derive the full potential from the high compression Hemispherical combustion chamber; the operation, maintenance and service diagnosis of power steering; and other complex subjects.

A continuing program

So far, 66 lessons are available with new ones being added every month.

The Master Tech program is now in its sixth year and is being used in almost every corner of the free world. The course has been translated into many languages including Hindustani, Flemish and Siamese. It has not always been easy, however, to translate the course and retain its informal atmosphere. For example, "oversized shock absorbers" translated into Swedish becomes a jaw breaking "overdimensionearadestotdampare." In spite of the language barrier, however, thousands of foreign mechanics are taking the program.

Whether in the United States or abroad, automotive service men are enthusiastic about the Master Tech program. One mechanic expressed this reaction: "In all my years in the repair business, I can't remember any training program as helpful and as complete as this one. All the boys certainly like that little guy 'Tech.'"

CHRYSLER CORPORATION

PLYMOUTH, DODGE, DE SOTO,
CHRYSLER and IMPERIAL



Cecil Hardwick, Service Manager at Goodwin Brothers, congratulates Elwood Fathergill for being 100,000th "student" to enroll in the Master Tech program.

1953 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	TUNE-UP				ELECTRICAL				Battery	FUEL SYSTEM			VALVES		
	Breaker Gap (in.)	Cam Angle (degree)	Contact Arm Spring Tension (ozs.)	Spark Plug Gap (in.)	Ignition Timing	Timing Mark Location	Spark Advance Max. Centrif.	Spark Advance Max. Vac.		Cap. & Ter. Grd.	Carb. Mfr.	Model No.	Fuel Pressure (lb/in.)	Tappet Clearance Intake (in.)	Tappet Clearance Exhaust (in.)
ALLSTATE 4 Cyl.	22	25-34	17-21	28-32	5°bte	Ca. P.	24°@3000	22°-15°	100P	Ca	YF	3½ Max.	16	16	9°bte
ALLSTATE 6 Cyl.	22	31-37	17-21	28-32	tde	V. D.	26°@3000	14°-15°	100P	Ca	YF	4½ Max.	16	16	5°bte
BUICK Special 40	12½	No	19-23½	23-28	4°bte	FW	13°@2000	11°-13°	100N	Ca-St	AAUVB 267 7-00	5	15	15	14°bte
BUICK Super 50	12½	No	19-23½	30-35	5°bte	FW	18°@2150	12½°-14°	70N	Ca-St	AAVB-26	5	Au	Au	25°bte
BUICK Roadmaster 70	12½	No	19-23½	30-35	5°bte	FW	18°@2150	12½°-14°	70N	Ca-St	4AUV 267 7-94	5	Au	Au	25°bte
CADILLAC	16	31±1½	19-23	35	2½°	V. D.	13½°@2000	14½°-17°	70N	Ca-R	WCFB 2005-S or 4-GC	4-5½	Au	Au	22°bte
CHEVROLET (Conventional)	12½	38-46	19-23	33-38	5°bte	FW	18°@1800	13°-11°	100N	R	7004915	3½-4½	6	13	1°side
CHEVROLET (Powerglide)	12½	38-45	19-23	33-38	5°bte	FW	18°@1800	13°-11°	100N	R	700478	3½-4½	0	0	16°side
CHRYSLER Wind. & DeLuxe C-40	18-20	39±3°	17-20	35	tde	V. D.	11°@1425	10°-15°	120P	Ca	E9C1-E9A1	3½-5	8	10	12°bte
CHRYSLER N. Y. & Spec. Cust. Im.	15-18	32-36	17-20	35	4°bte	V. D.	12°@1775	12½°-17°	135P	Ca	WCD-935-S	3½-5	Au	Au	15°bte
CHRYSLER Crown Imperial	15-18	32-36	17-20	35	4°bte	V. D.	12°@1775	12½°-17°	12½P	Ca	WCD-992-S	3½-5	Au	Au	15°bte
DeSOTO Powermaster 5-16	18-20	39±3°	17-20	35	2°bte	V. D.	11°@1425	10°-15°	120P	Ca	E9C1	3½-5	14	14	12°bte
DeSOTO Fire Dome 5-16	15-18	32-36	17-20	35	4°bte	V. D.	15°@1900	12½°-17°	120P	Ca	BBD-909-S	3½-5	Au	Au	12°bte
DODGE Meadowbrook D46-47	20	39	17-20	35	2°bte	V. D.	9-11°@1425	7-9°-14°	105P	Ca	D6H2	4-5½	10	10	8°bte
DODGE Coronet D44-48	17	32-36	17-20	35	4°bte	Ca. P.	14-16°@1750	10½-12½°-17°	105P	St	WW3-108	4-5½	Au	Au	17°bte
FORD Main. & Customline 6	24-26	35-38	17-20	34-37	tde	V. D.	None	16°-7.15°	90P	Ho	1904-F	4-5	15	15	13°bte
FORD Main. & Customline 8	14-16	26-28.5	17-20	29-32	2°bte	Ca. P.	None	12½°-5°	90P	Ho	2100	3½-4½	13-15	17-19	5°bte
HUDSON Wasp DeLuxe	20	39	17-20	32	tde	FW	10°@1200	5°-12°	100P	Ca	WA1-749S	4-5	10-12	10-12	26.8°bte
HUDSON Wasp Super	20	39	17-20	32	tde	FW	9°@2000	4°-12°	100P	Ca	WGD-776S	4-5	10-12	10-12	26.8°bte
HUDSON Hornet	20	39	17-20	32	tde	FW	9°@2000	4°-12°	100P	Ca	WGD-776S	4-5	10-12	10-12	26.8°bte
KAISER Man. & DeLuxe	22	31-37	17-21	28-32	4°bte	V. D.	20°@3200	12°-15°	100P	Ca	WGD	5	14	14	10°bte
HENRY J Corsair	22	25-34	17-21	28-32	5°bte	Ca. P.	24°@3000	22°-15°	100P	Ca	YF	3½	16	16	9°bte
HENRY J Corsair DeLuxe	22	31-37	17-21	28-32	tde	V. D.	26°@3000	14°-15°	100P	Ca	YF	5½	16	16	5°bte
LINCOLN	14-16	26-28.5	17-20	34-37	2°bte	V. D.	None	17°-6.8°	110P	Ho	2140	3½-4½	Au	Au	18°bte
MERCURY	14-16	26-28.5	17-20	29-32	2°bte	Ca. P.	None	9½°-5°	100P	Ho	1901-FFC	3½-4½	13-15	17-19	5°bte
NASH Statesman	22	31-37	17-21	30	4°	V. D.	24°@2900	7½°-15°	90P	Ca	WCD-2034S	4½-5½	15	15	10°bte
NASH Ambassador	22	31-37	17-21	30	tde	V. D.	30°@2700	5°-15°	90P	Ca	YH895-S	4½-5½	12	16	12½°bte
NASH Rambler	22	31-37	17-21	30	4°	V. D.	24°@2800	7½°-18°	90P	Ca	YF-2014S	4-8½	15	15	10°bte
OLDSMOBILE "98" & Super "98"	16	26-33	19-23	30	2½°bte	Ca. P.	30°@3400	20°-19°	70N	R-Ca	4GC-WCFB	4-5	Au	Au	13½°bte
OLDSMOBILE DeLuxe "98"	16	26-33	19-23	30	2½°bte	Ca. P.	30°@3600	20°-19°	70N	Ca	WGD	4-5	Au	Au	13½°bte
PACKARD Clip. DeLuxe, May. & Cav.	12½-17	30	17-21	23	6°bte	V. D.	16°@3200	10°-10°	100P	Ca	WGD-784S	4-5	7	10	15°bte
PACKARD Patrician Custom	12½-17	27	17-20	28	6°bte	V. D.	15°@2900	13°-10°	120P	Ca	WGD-928S	4-5	Au	Au	15°bte
PLYMOUTH Cambr. & Cranbrook	20	39±3°	17-20	35	2°bte	Ca. P.	11°@1425	9°-14°	100P	Ca	D6H2	4-5½	10	14	12°bte
PONTIAC Chieftain 6	22	37	17-20	23-28	3°bte	V. D.	23°@3600	24°-20°	100N	Ca	WCD-2010S	4-5.2	11	13	12°bte
PONTIAC Chieftain 8	16	30	19-23	23-28	6°bte	V. D.	22°@3700	22°-20°	100N	Ca	WCD-9178A	4-5.	11	13	5°bte
STUDEBAKER Champion	20	38-40	17-20	27½	2°bte	V. D.	14°@2800	20°-12°	100P	Ca	WE989S	4-5	16	16	15°bte
STUDEBAKER Cmdr. & Land Cr.	13-18	25-34	17-21	37½	4°bte	V. D.	32°@2900	18°-10½°	100P	St	WWUVL-26	4-5	30	30	11°bte
WILLYS Aero Ace 665A Custom	20	39°	17-20	30	tde	V. D.	19°@2600	12°-14°	90N	Ca	YF924S	3½-4½	18	16	9°bte
WILLYS Aero Lark 675A DeL.	20	39°	17-20	30	tde	V. D.	19°@3000	12°-15°	90N	Ca	YF937S	3½-4½	16	16	5°bte

ABBREVIATIONS

—Dwell meter for setting point opening is not recommended
 Au—Automatic
 bte—Before top center
 Ca—Carter

Ca. P.—Crankshaft pulley
 FW—Flywheel
 Ho—Holley
 N—Negative
 P—Positive

R—Rochester Products
 St.—Stromberg
 tdc—Top dead center
 V. D.—Vibration damper



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Readers are invited to contribute to—**SHOP TALK**

Of Course Your Service Manager Never Received One Like This!

Sometimes a customer's answer to direct-mail follow-up letters brings a warm glow to the heart of the service manager. Then a-

gain, the service department really gets a slugging, as every serviceman knows. The customer may complain but few are as explicit

A column of informal comments about the automotive trade and its problems.

as the woman who wrote a Southern service manager the following tale of woe:

Dear Sir:

Your very clever letter dated July 7th received and because your letter is so very well done I feel it deserves an answer.

I am one of the 8,361 persons you mention who have brought my (make of car) to your shop for service. I came only once as the work on my car was so very bad I have never been back. Your promotion and advertising are excellent but it is unfortunate that your service doesn't meet the standards which your sales program talks about.

The only reason I did not write this letter immediately following my one experience in your shop was because I was so angry, I hesitated to ask my secretary to write the letter I would have dictated in anger. I've had a cooling-off period now and have chalked up the check I gave to your firm for the so-called work on my car as experience and not worth a rise in my blood pressure.

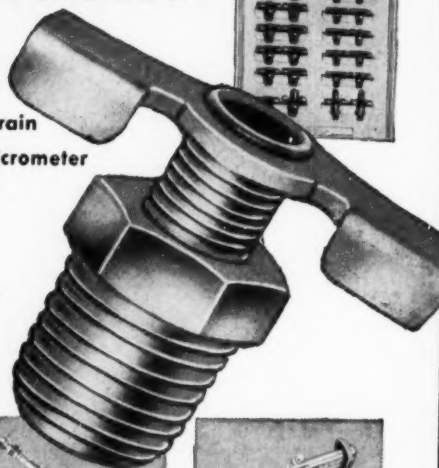
To touch the highlights very lightly:

When I drove in your shop I was (A) Greeted with icy stares from all of the gents in the white coats, (B) Completely ignored.

Being a business woman for some 35 long years, I don't expect preferential treatment at any time but I do expect to be waited on in turn. I tried to speak to the man in the long white coat but with no results. Finally a colored man, evidently a porter, courteously asked if he could help me. I said, "Yes, I've been here 45 minutes and other cars which came in after I drove in have been taken care of so how about you asking the head man if he would mind

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Experience, resources and complete financing services—these are the things that have inspired dealers, new and old alike, to place such great confidence in COMMERCIAL CREDIT. And these are the benefits available to you. For complete information, get in touch with the nearest COMMERCIAL CREDIT office. And when you do, ask to see "The Salesman's Angle." It's a valuable training aid for salesmen.



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writing up the work on my car." The colored man was finally able to get the serviceman to talk to me and I placed the repair order. I bought your check-up deal plus some other work.

Knowing nothing about the "innards" of an automobile, I asked the mechanic to do all of the things listed under the check-up deal and also to check the entire car and if he found any major repairs to call me at my office and tell me what the car needed and how much it would cost. I gave him a blanket

request to put my car in A-1 condition, including a super dooper (and much needed) wash job.

So much for background information. Now we shall move to what happened when I came for my car.

I paid my bill in full by check.

The car was driven up to the front and if the outside had ever been washed, it was not apparent.

When I opened the door to get in the car, the interior (and I was in my best bib and tucker as I was en route to a meeting where I was

to make a speech) was so dusty, so filthy, I had to take a rag out of the pocket and wipe the steering wheel and dash before I could climb behind the wheel. In addition (like most cars used in business) there were scraps of paper all over the car when I brought it in and I can assure you they were all there when I took it out of your shop. A mechanic was standing around and I showed the car to him and he insisted he would have the lady refund my money for the wash job but I was so angry at this point I drove away and left him standing with his mouth at half mast.

So, I drove home that night and next morning I dashed out to start my car to come to my office—only to find said car as dead as the proverbial mackerel. Luckily we had some house guests and they, together with my ever-faithful husband, pushed the car down our drive and into the street. Then my husband pushed me a little over a mile until the car finally started. Mind you, the entire wiring system, starter and all those gadgets had been checked by your garage only the previous day and returned to me as being in perfect condition.

I Ran Out of Luck!

After I got the show on the road everything went fine as long as I kept my foot on the accelerator and made all stop signs. But — I ran out of luck and didn't make a sign and she died. I finally got a tow to another garage. It was discovered that some wires had been loosened and not re-tightened properly. Evidently as long as the wires "jiggled" each other the car would run but when they "unjiggled" it wouldn't go. This was the wiring job returned to me as perfect the preceding day. In addition, I had asked that my clutch and brakes be checked thoroughly when I left my car at your garage. The best I can figure out is that neither the brakes nor the clutch were even looked at as my brakes went dead and the clutch went haywire only a couple of days later.

My check book shows that it cost me a total of \$52.28 plus a tow job to get my car repaired so it would run immediately after your firm, with a request to put the car in top-notch condition, had delivered it to me in supposedly perfect condition.

I also have a broken chrome strip on the side of the car which
(Continued on page 105)



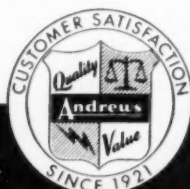
Andrews IGNITION MERCHANDISERS

7 well-balanced assortments available, containing only fast-moving Ignition Replacement Parts, in attractive sectional metal cabinets. Low initial investment.

ASK YOUR JOBBER

Andrews
MANUFACTURING CO.

ST. LOUIS, MO.



Southeastern Representative:
LAWRENCE M. HIRSIG & COMPANY
American National Bank Building
Jacksonville 7, Florida

Southwestern Representative:
LYNN & HEMPHILL
301 North Market
Dallas, Texas

You ask why should I stock another oil "additive"?

we answer **ALEMITE CD-2** helps you...
make new customers!—new sales!—repeat profits!

WHY STOCK ANOTHER new product with hundreds already competing for a place on your shelves? Why, to make sales and to make money. There isn't any other reason. And Alemite CD-2 does just that—makes sales, and makes *repeat* sales, because CD-2 is a tested, proved, reputable product backed by the best known name in lubrication, Alemite. And CD-2 carries an unconditional, money-back guarantee. You can't lose. These questions and answers show you why—show you how to tap a new market—make a new profit!

Here are some answers about Alemite CD-2!

QUESTION: Do the new, heavy-duty oils need an oil additive?

ANSWER: Yes, they do. The heavy-duty oils are a step in the right direction, but they don't go far enough. They don't cure ALL the troubles. For example, Alemite CD-2 concentrate is *guaranteed* to cure sticky, noisy valves and rings, free hydraulic valve lifters. CD-2 is a heavy-duty *supplement*, not merely an additive.

QUESTION: Aren't all additives pretty much alike?

ANSWER: Absolutely not. There is no product on the market that can do all the things Alemite CD-2 does. CD-2 is a concentrate. It can't dilute oil, but rather, makes good oil better. CD-2 goes to all the parts of the engine reached by

the oil system, cleaning and protecting as it goes. Can't "fade" or boil away like other *ordinary* additives.

QUESTION: Is it true that CD-2 lasts longer than other additives?

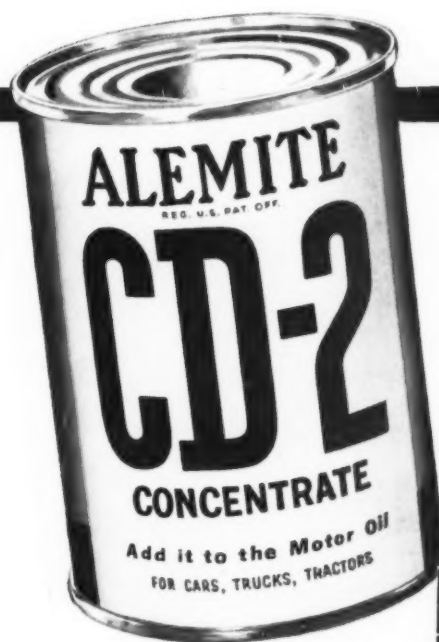
ANSWER: Yes, it is. Ordinary additives are only good for 200 to 400 miles. Because of their volatility these products are consumed in use, leaving the engine without their protection, during the balance of the drain period. *Not* CD-2. CD-2 lasts the full life of the oil change, keeping the engine clean and quiet all the way. Customers like that—come back for more!

QUESTION: Why is there such a difference in the prices charged for additives?

ANSWER: Very simple—it's the difference in what is *IN* the additive, if the company selling it is honest. For example, Alemite CD-2 sells for \$1.35 a pint. That \$1.35 buys a concentrated combination of six active ingredients. There are no cheap carriers or fillers such as kerosene or diesel fuel. CD-2 is composed *entirely* of necessary, important, *active* ingredients.

QUESTION: Is CD-2 easier to sell?

ANSWER: You bet it is! In the first place, Alemite is the best known name in lubrication for the very good reason that Alemite has been the leader in the field for years. Your customers know the name, Alemite. Second: Strong advertising, appearing in national magazines and newspapers coast to coast, is telling the CD-2 story. And third: The Alemite guarantee protects every can—your customers can't lose—and neither can you with CD-2!



Question: Just what does CD-2 do?

Answer: Only Alemite CD-2 does all these things—or money back!

1. Prolongs motor life two to three times!
2. Frees sticking and noisy valves, rings, hydraulic valve lifters.
3. Dissolves and removes lacquer-like deposits on valves, pistons, cylinder walls.
4. Eliminates rust and bearing corrosion, absorbs moisture caused by condensation.
5. Eliminates dangerous, power-consuming crankcase sludge.
6. Gives any good oil extra wear-resisting qualities.
7. Keeps new motors new.

...there's nothing like it on the market!



ALEMITE

1826 Diversey Parkway, Chicago 14, Illinois

IT'S YOUR BUSINESS

.....or is it?

Some years ago when we entered the automotive accessory field we had an idea that if the product was 'right' and car owners wanted it 'the world would beat a path to our door.'

Now, five years later, we've learned that we were both *right* and *wrong*!

. . . *right* because during this period we created a multi-million dollar industry for ourselves and others. *Right*, too, in that again this year KAR-RUG sales have increased . . . 45.8%

. . . *wrong* though, in believing that the world would 'beat a path to our door.'

The service station operators and car dealers who *have* stocked KAR-RUGS have sold them in increasing quantities . . . profiting from the steadily increasing demand by car owners. But many *others* have passed up the year 'round extra sales volume KAR-RUGS represent.

To those dealers who have not yet stocked KAR-RUGS, we'd like to say sincerely:

"If profit is your business —

IT'S YOUR BUSINESS to offer
your customers

RUBBERMAID KAR-RUGS!"

Rubbermaid®
KAR-RUGS



HERE'S WHY KAR-RUGS CONTINUE
TO BE AMERICA'S FASTEST SELLING
AUTO ACCESSORY

NEW COLORS

HOLIDAY HOLIDAY RED
COLORS HOLIDAY BLUE
HOLIDAY YELLOW
HOLIDAY GREEN

STANDARD COLORS

SILVER*GREY FOREST GREEN
BURGUNDY RED ROYAL BLUE
DESERT TAN COCOA BROWN
MIDNIGHT BLACK

NEW LOW PRICES

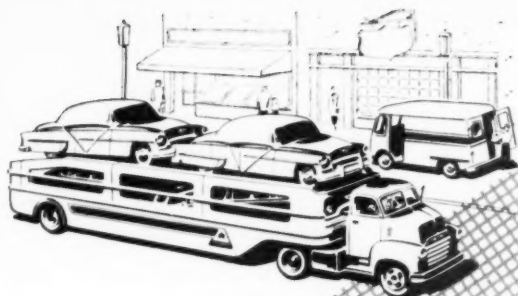
No. 1452	16"x18"	\$1.69	\$1.39
No. 1454	18"x21"	2.99	1.79
No. 1455	15"x25"	3.10	1.79
No. 1459	18"x26"	2.69	2.19

UNLIMITED MARKET

Tear out this page as a reminder to
see your Jobber salesman.

Work out with him your Kar-Rug
stock of sizes and colors to meet
your customers' needs.

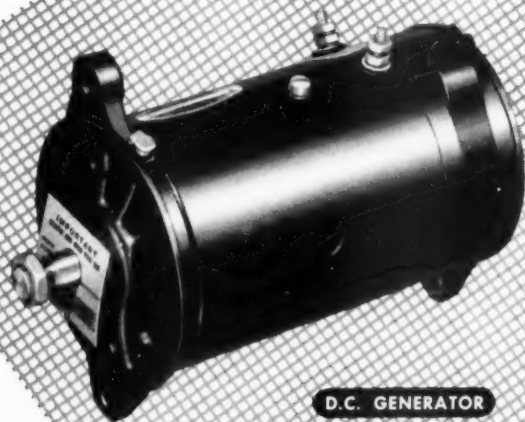
Delco-Remy Universal Generators



SERVE A BIG MARKET WITH A SMALL STOCK OF THESE ORIGINAL-EQUIPMENT QUALITY UNITS

Millions of cars—hundreds of models of many different makes—are equipped with Delco-Remy electrical systems. To permit you to serve this great market with a small inventory, Delco-Remy has designed a special series of "universal" generators. Each of these models serves many original equipment applications—all are built to original equipment standards of quality . . . they're *right for the job!*

These universal generators maintain the original balance in Delco-Remy electrical systems . . . prolong the life of other electrical units and hold original performance levels. Delco-Remy universal generators are available everywhere. See your nearest United Motors wholesaler for further information.



D.C. GENERATOR

A GENERAL MOTORS PRODUCT  A UNITED MOTORS LINE
DISTRIBUTED BY WHOLESALERS EVERYWHERE

DELCO-REMY

Division, General Motors Corporation
Anderson, Indiana

WHEREVER WHEELS TURN OR PROPELLERS SPIN

Shop Talk

(Continued from page 100)

I asked be replaced at the time I brought the car in. I was informed you had none in stock (which I understand) so I asked that it be ordered and I be notified when it arrived. To date, the only notifications I have had from your company are your very well written letters.

Being interested in employee morale, etc., I read all of the excellent signs which adorn your service rooms when I brought my car in your shop. Heaven knows I had plenty of time while I was waiting for someone to do me the very great favor of speaking to me, let alone waiting on me.

Those are great signs, fellow, but it's too bad your servicemen can't read. Or can they?

I run a service business, too, which involves hundreds of people representing both employees and management. So, I do understand the problems all service trades are experiencing today. Believe me, I am not a griper (in fact this is the only time in my life I have ever written a letter of complaint about anything) but — I firmly believe that what happened to me at your place of business shouldn't happen to a dog, particularly a dog which was a prospective long-range customer. And after my one experience with you folks, I can only say, "Never again."

In fact, because of the very poor service I have been able to buy on the two (make of car) I have owned, I plan to trade my car on another make, hoping I can find a garage which can service another make of car satisfactorily.

Sincerely,

Mrs. _____

(Name omitted by editors)

COME TO SEE US

When Johnson Machine Co., New Bern, N. C., moved to a new building, a simple, but effective invitation was used to urge friends and customers to view the facilities. The invitation was printed on regular company letterheads, which carry a picture of the handsome new building.

The name of the individual was filled in with pen and ink for a more personal touch. The invitation was for "pit barbecue and drinks at our new building from 12 noon until 2 p.m." Names of the entire staff and their positions

appeared at the bottom of the invitation, with General Manager Junius Johnson heading the list.

WORTH REPEATING

Chicago, Ill.

Gentlemen:

On page 47 of your August, 1953, issue you have an article entitled, "What I Learned Driving 40,000 Miles a Year." I would like very much to use this in its entirety in our house organ, which is a no-

charge publication for Belden personnel only.

EDGAR STANTON, JR.,
Advertising Manager,
Belden Mfg. Co.

Safety is everybody's business.
The article is yours.

MAYBE HE WANTED SPARES

A recent car thief in Pontiac, Mich., wasn't contented to steal just one automobile. He managed to get away with a haulaway

BALANCED

pre-tested . .

. . for full release and smooth engagement. That's why Accurate Clutch Sets insure satisfied customers. Easier and quicker to install, too!

extra values . .

. . a balanced assembly is matched and mated with a new Accurate Powerflex plate, tested together for release, sealed and packaged. Costs you only the regular price of the component parts.



Accurate

CLUTCH SETS

ARE

- balanced
- matched
- mated
- tested
- sealed
- packaged

ALL AT

NO EXTRA COST!

**EXCHANGED OR SOLD OUTRIGHT THROUGH JOBBERS
FROM ANY OF 6 PLANTS IN U. S. AND CANADA**





Accurate Parts Mfg. Co.
12435 EUCLID AVENUE • CLEVELAND 6, OHIO

truck carrying four of 'em. That's crime in a big way!

THEY KEEP ASKING

Littleton, Colo.

Gentlemen:

We wish to thank you for the steady stream of inquiries about our new electrostatic ignition system which you have been kind enough to forward to us during recent weeks. We have sent out all the details we can release at

this time, and have added the names to our list of people to receive additional information as developments permit.

The SOUTHERN AUTOMOTIVE JOURNAL is also on our list to receive this information when it is ready. Our present test work indicates that the efficiency of this new device will be even greater than we originally believed possible, as many new factors are coming to light which will broaden the application of this system to all possible ignition purposes and

extend it to many other fields where a low-cost, dependable source of high-voltage, low-ampere electricity is required.

Again, we thank you for your assistance in helping us spread the word about our new product.

W. R. HECKETHORN,
Vice-President,
Heckethorn Manufacturing &
Supply Co.

"OVERHEAD" STOPS 'EM

"Any time you mention 'overhead' now to a car dealer, it doesn't matter what he's doing, he will stop and read what there is to say about it."

The comment came from J. A. "Red" Cochran of South State Chevrolet, Chester, S. C., as he had just concluded reading the August issue. He was referring to the article beginning on page 45, "Reducing the Overhead," which told how a Texas dealer had gone about doing just that. Cochran is a past president of the South Carolina Automobile Dealers Association.

Manuals Discuss Ignition, Fuel System and Wrecks

Two books have been added to the Frazee-Bedell Automotive Series published by American Technical Society, 848 East 54th St., Chicago 37, Ill.

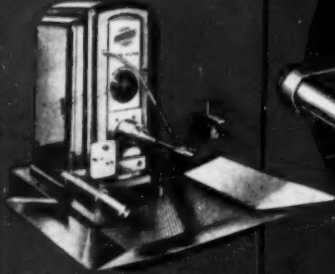
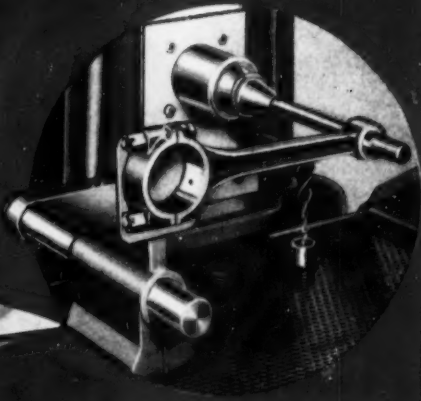
Automotive Fuel and Ignition Systems stresses basic operations that help the mechanic locate and diagnose troubles in a minimum of time. Price is \$5.60.

Automotive Collision Work covers frame straightening, alignment, body and metal work and refinishing. There is a chapter on estimating repair bills. Price is \$4.95.

GM Unit Sales Set Quarterly Record

UNIT sales of General Motors cars and trucks reached the highest level for any quarter in the company's history during the second quarter of 1953, according to Harlow H. Curtice, president, and Alfred P. Sloan, Jr., chairman of the board.

Total dollar sales of all products were 39 per cent over the corresponding period of 1952, totaling \$2,894,000,000. Net income amounted to \$162,000,000 or 5.6 per cent of sales.


MODEL 1500
WET HONING MACHINE

Fit and Align
at the
Same Time
with
**AMMCO
HONING
MACHINES**

Most connecting rods are not bent or twisted enough to need straightening — when the pins are fit on an AMMCO HONING MACHINE. Hone them to a precision fit and, when checking, you will find the bearing and bushing ends of the rod are parallel — all in one easy operation. Save time. Prevent troubles caused by straightened rods resuming part of original distortion after pinfitting.

Final operation is performed by holding journal end of rod against patented dialing guide. Face of guide and Honing Head are at perfect right angles. Heavy construction assures permanent accuracy. Write us for a demonstration in your own shop.

Play safe with Ammco — The Big Buy!



AMMCO TOOLS, INC.

110 COMMONWEALTH AVENUE NORTH CHICAGO, ILLINOIS



They WANT it all right ...but SELLING it is something else

They want it, or they wouldn't even be in your showroom. But when they get around to the price and the financial obligation, that's something else again. That's when you've got to have the answers if you're going to close the deal.

You've got the answers in Associates' Insured Payment Plan—the proved sales tool that eliminates the customer's fear of those monthly payments, of losing his investment if something goes wrong. He finds that this modern plan makes his payments *for* him in case of disability or sickness,

and pays in full for his wife if he dies. He finds he can get non-cancellable life insurance without an examination, immediate coverage without red tape, protection of his down payment in emergencies—*financial peace of mind* in automobile buying.

Help your customers over that big hurdle of *financial fear* and you help yourself to sales and profits. Get the full story of Associates' Insured Payment Plan. We'll respond promptly to your inquiry.

The Old Sage says...

"One thing has to be made up
before any sale is completed
—the buyer's mind."



Associates Investment Company
Associates Discount Corporation
Emmco Insurance Company
South Bend, Indiana

Dear Bill,

You ain't just woofin' when you "allow" that a mechanic has to think more than once before he makes even the simplest repair to a modern car equipped with all the new accessories.

As you may have heard, we've been having a little spark-plug trouble of late. Seems they need attention after a very few thousand miles in many cases. And, brother, it takes some doing to get 'em out on some of these jobs with either the frame, an oil



**"STANDARD of
the TRADE"**

**For Passenger Cars,
Trucks and Busses.**

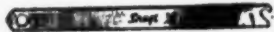
SNUGL Wheel Balancing Weights
are especially designed to give

- **EASIER APPLICATION**
- **BETTER FIT**
- **BETTER BALANCE**

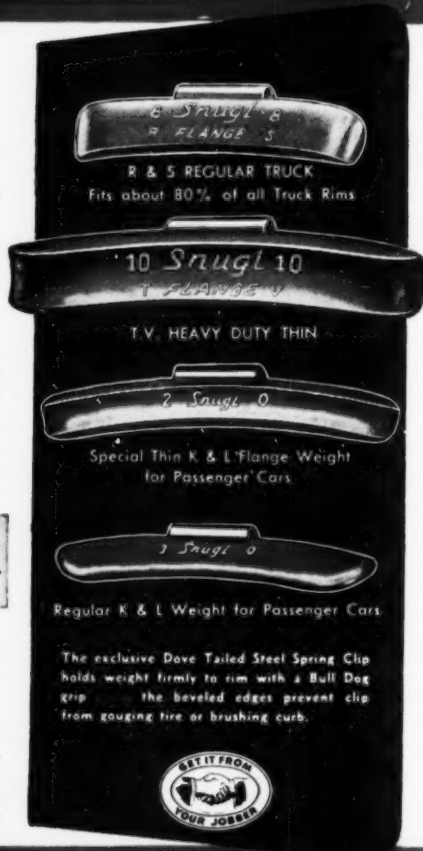
When you buy SNUGL you can be sure of getting the World's Finest Wheel Balancing Weights. The name SNUGL (Registered Trade Mark) on every weight is your guarantee of complete satisfaction. Write for illustrated catalog sheets . . . also name of your nearest Jobber.



Snugl WEIGHT TOOL
For easy application and removal of wheel weights, wheel covers, trim rings or hub caps. Tool is 12" long.



FREE: No. 2 Snugl Weight Tool, 6" long. Especially designed for easy removal of weights on inside of wheel. We will send you this new weight tool Free and without obligation. Write for it today.



The exclusive Dove Tailed Steel Spring Clip holds weight firmly to rim with a Bull Dog grip. The beveled edges prevent clip from gouging tire or brushing curb.



filter, power-steering unit, or an air-conditioning compressor parked over them.

And you have to look out for the refrigerant lines on the air-conditioned cars. You can't weld or steam-clean around them, and have to learn how to pull the compressors without losing all the refrigerant. (Not to mention a couple recent changes in power-steering units on some makes which means the old instructions and tools won't cut the mustard any more. You gotta keep the old head plugged in these days, believe you me.)

We have to be extra careful in our new-car set-up, too. The checkout man has a basket full of tests and adjustments to make before we can turn a customer loose for a cross-country with his modernized crate.

Our door traffic is down a little this time of year. Other servicemen tell us they have the same picture. But our dollar volume is holding up, so I guess we must be selling a little more to each customer. As a rule this is a healthier picture for a shop, since it means you don't have to spend the time handling a lot of small-purchase deals and then fail to get everything the good customer needs, because of the rush.

When our business is steady and fairly evenly spaced we snare a lot more trade prospects for the sales department. If you can't give the customer enough time to drop a hint or express a wish or desire for another car, you can't get him in the hands of a salesman.

The customers' interest in power and performance is still strong, so we are keeping the tune-up boys jumping, and they in turn have picked up a lot of valve jobs and ring jobs. So long as the owner wants everything you can get out of his engine, he doesn't quibble and argue when compression is low or uneven. He buys what



The right choice

for every shop that services Plymouth, Dodge, De Soto, Chrysler, Dodge "Job-Rated" Trucks

The **MOPAR** sign

means genuine Chrysler Corporation parts and accessories

CHRYSLER CORPORATION
PARTS DIVISION
DETROIT 31, MICHIGAN

Display the MoPar sign and tell customers you use the *right* parts for every Chrysler Corporation car and truck. Show the sign that stands for *quality* . . . that inspires customer confidence . . . that brings in business!

MoPar parts are always your best choice because they're made to exactly the same high standards as original parts. They're certain to be *right*—to fit right—to work right.

Sell satisfaction. Recommend and install MoPar parts and accessories!

it takes to make it right again. I think perhaps the hot-rod kids have done a lot to sell the average owners on a topnotch engine under the hood.

A number of our old customers who drove around in cars with hardly the power to pull your hat off for want of a ring job now insist on the works if it is necessary to keep the engine in the pink. This I like.

Let's get that fall business!

Yrs,
Ed.

Diagnosing "Skin" Ailments (Continued from page 87)

6. *Shrinking and splitting*—This is a common problem with primer-surfacer due to unclean surfaces and improper application resulting in poor adhesion and shrinkage. May also be caused by too short drying time between coats and not enough cut-back at the featheredge. Thin wet coats of fully reduced surfacer, allowing sufficient time to flash out, will eliminate this.

7. *Lifting*—Disruption of a paint film by the application of a succeeding coat. May be caused by the solvents of the succeeding coat penetrating and partially dissolving the preceding dried film or lack of compatibility or adhesion due to improper cleaning of the surface. May be prevented by mist coating and allowing thorough drying between coats or the use of a milder solvent.

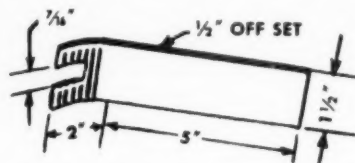
8. *Orange peel* (pebbling) (One of the most common of all difficulties)—Rough or pebble effect due to improper flow of finish coat brought about by using too much air pressure, too fast a thinner, or holding the spray gun too close or too far from the object. Steps should be taken to eliminate any factor that will not permit the material to flow out evenly and smoothly. Make sure that the temperature of the object being sprayed is about equal to that of room temperature and temperature of material being sprayed.

From the above it can be seen that the refinisher has two sources of trouble, that of proper mixing of color and getting a good finish after spraying.

Removing Interior Trim Panels on Plymouths

A RECENT issue of *Plymouth Product Information News* gave these instructions on how to quickly remove interior trim panels:

Door trim panels can be removed without damaging the fasteners with the aid of a tool that



can be made in the shop within a matter of minutes.

Take an ordinary 1 1/2-inch wood chisel and grind a slot in the center of the lip 7/16 of an inch wide as shown in the illustration. The trim panel clips can then be snapped out by inserting the lip of the chisel between the trim and the door panel with the slot around the clip.

More dirt has been moved to bury pipelines, most of which carry oil or its products, than that required to dig all of the canals since the beginning of time.





TOOLS
any mechanic
would value
...at prices
anyone can
afford!

- Gas station attendants
- Apprentice mechanics
- Car owners
- Weekend mechanics

Look for this **BON-E-CON Display**
wherever fine tools are sold.

BONNEY FORGE & TOOL WORKS • ALLENTOWN • PENNSYLVANIA

For the man who wants the best



Ultramatic FORDOMATIC
To make stopping a pleasure you can
recommend A-T .42 with assurance.
There's nothing like it.

Dries—Throws out water when brakes are wet—restores brake effectiveness.

ASBESTOS BRAKE LINING FOR EVERY PURPOSE . . .
MOULDED ASBESTOS FRICTIONS—ALL SHAPES AND SIZES . . .
INGS SERVING ALL INDUSTRIES . . . ASBESTOS TEXTILES

*Something **NEW**
has been added... to help*

IT'S THE NEW

RED BARBER

TELEVISION

SPORTS REVIEW

Here's hot news for every "Peak" and "Nor'way" dealer! This fall, Red Barber, one of America's favorite sports commentators, stars on a new Peak® and Nor'way® Anti-freeze television show. Everybody knows "the old Redhead," and millions of car owners are going to watch him on this new quarter-hour sports review over leading CBS television network stations, every Saturday evening during the entire fall season. Red will cover the last weeks of the pennant races, the World Series and the entire collegiate football season. He'll pre-sell "Peak" and "Nor'way" before cold weather hits and remind car owners all during the season to buy. Watch your newspaper for time and station. Listen to Red as he convinces folks to buy "Peak" and "Nor'way". To get your share of the business, order a supply from your jobber today. Let folks who want these top products know you're a "Peak" and "Nor'way" dealer. Put up a Red Barber display to *help you add more anti-freeze sales.*



*Get Set
for Selling Now...*

Check

you sell more PEAK and NORWAY anti-freeze



**LOCAL TELEVISION PLUS A BIG NEWSPAPER CAMPAIGN
ADDS MORE "PEAK" AND "NOR'WAY" SALES POWER**

"Peak" and "Nor'way" dealers get local selling support in hundreds of anti-freeze markets. In many places where network time isn't available, your selling efforts are backed by local TV programs or TV spot announcements. In addition, a big "Peak" and "Nor'way" campaign will be seen in over 150 newspapers around the country. Some ads appear before cold weather hits, some right on the day when a freeze is forecast.

MAGAZINE ADS BLANKET THE NATION

LIFE, the magazine with the biggest audience in the country, plus THE SATURDAY EVENING POST, COLLIER'S, CAPPER'S FARMER and also SUCCESSFUL FARMING carry convincing Peak and Nor'way Anti-freeze advertising right into your best customers' homes.

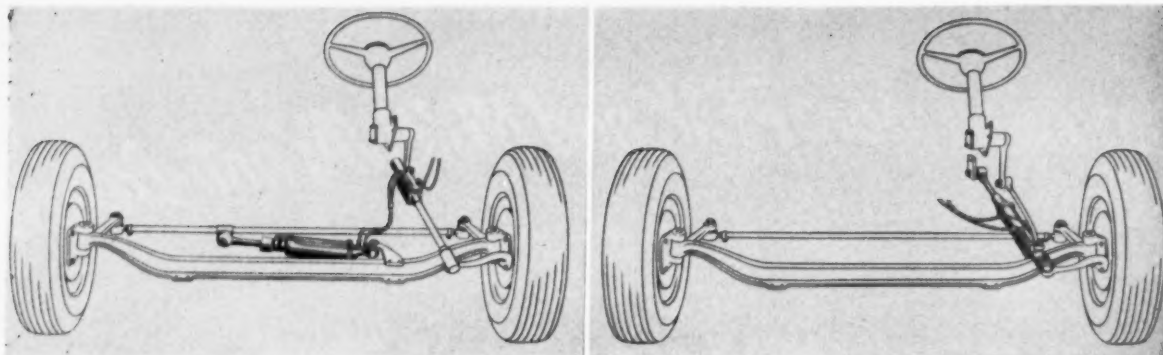
**Here's How
TO ATTRACT
"PEAK" AND "NOR'WAY"
CUSTOMERS YOUR WAY!**

Set up a display in the window or out in front. Follow the suggestions and use the tested sales aids in the New CSC Display Kit. If you want a kit...free of extra charge...send in the postcard packed in each case or ask your "Peak" and "Nor'way" jobber for one. It's a real attention-getter.

your stock of Peak and Nor'way anti-freeze today!

CSC
PEAK NOR'WAY

Commercial Solvents Corporation, New York 16, N.Y.



A two-unit power steering system with separate control valve is shown in left-hand illustration, installed on a truck. Right-hand picture shows typical single-unit system, in which control valve is combined with the power cylinder.



Land Bigger

IGNITION PROFITS

with Sorensen's

50 Years

of "Know-How"!

You'll net more profits with less effort when you put Sorensen's 50 years of know-how to work for you.

During the past half-century, Sorensen has developed a "can't-miss" program that assures you of maximum profits with minimum inventory.

It all adds up to a complete line of ignition parts with strictly maintained quality and sincere cooperation in solving dealer problems.

Call your Sorensen jobber now. Get started on this "proved-in-action", profit producing program today!

P. Sorensen Manufacturing Co., Inc.
Woodside, N. Y.



IGNITION PARTS • CARBURETOR KITS • CABLE & WIRE

Truck Steering System Announced by Bendix

A LINKAGE-TYPE power steering unit that is said to be applicable to commercial vehicles as well as passenger cars is now being produced at the Bendix Products Division.

With this type of power actuation, installation of the power cylinder and control valve can be made by the vehicle manufacturer without changing the geometry of the steering linkage. In effect, the existing steering system, including the steering gear on the unit, remains intact.

The hydraulic power cylinder is mounted at any convenient place where it can be connected to act directly upon the steering cross rod or equivalent member. Power for steering is then applied as straight-line motion to the steering linkage.

The control valve of the two-unit type installation, currently used on passenger cars, is mounted at one of the ball joints, usually at the pitman arm. A small movement in the valve serves to open and close hydraulic ports, operating the double-acting power cylinder.

An alternate type unit combines the control valve with the power cylinder. This gives a simpler and more compact installation, where surrounding design permits, it was pointed out in the manufacturer's announcement.

Normal operation of the steering gear and system by physical effort is not interfered with in any way if the engine is not running and there is no hydraulic pressure.

"I'M SLOW SPOKEN with fast talkers"



Time was when fast talkers could hypnotize me into buying undercoats that claimed "everything plus." But not any more! I just wait 'em out and then tell 'em slowly, "I'm using undercoats that I know have everything—Martin-Senour . . . and they're *balanced*. I always turn out a top-quality job because with Martin-Senour Undercoats I get good adhesion to bare metal or the old finish. Filling qualities can't be beat. I get fast, fast drying so my sanding is far easier. And man, you've never seen such excellent color holdout! What happens? Martin-Senour gives me the balanced-formula primer surfacers that make my customers boast rather than 'beef'!"

**LIGHT GRAY... DARK GRAY... RED OXIDE
ALL MARTIN-SENOUR UNDERCOATS GIVE
YOU THESE 5 IMPORTANT BENEFITS IN
ONE BALANCED FORMULA**



**Maximum
Adhesion**



**Excellent
Filling
Properties**



**Fastest
Drying**



**Easiest
Sanding**



**Best
Color
Holdout**

All Martin-Senour primer surfacers are guaranteed to contain no graphite. They have unexcelled resistance to moisture and humidity. They have the highest rating on resistance to cracking of any undercoat on the market *plus* the finest adhesive qualities. Available in "Rotating-Flow" agitator drums.

6252—Light Gray 6255—Dark Gray 6256—Red Oxide

See Your N.A.P.A. Jobber for Martin-Senour Undercoats

MARTIN-SENOUR

2520 South Quarry Street, Chicago 8, Illinois



Factory Packaging

... the only positive control from Factory to Finisher





This Key Operates

Climate

the most sensational selling feature
ever offered to help you increase battery profits!

THESE ADDED EXTRA FEATURES WILL MAKE WILLARD WEATHERMASTER THE MOST WANTED BATTERY EVER BUILT

NEW one-piece top

Sealed around, not inside, the case. Eliminates exposed sealing compound and cracks due to extreme temperatures or excessive vibration . . . greatly strengthens case. Standard hold-downs distribute pressure over entire battery—not just the case—and hold it tightly and firmly. New improved cushion post seal absorbs shock and vibration, prevents cover breakage during installation. Snap-in shields over top connectors keep battery cleaner, reduce possibility of dangerous shorts.

NEW mechanical separators

Impervious to effects of high charging rate and high under-the-hood temperatures . . . will not oxidize or char . . . eliminate battery shorts caused by gradual physical breakdown of ordinary insulator material. Prevent buckled plate shorts and premature separator failures that can result in customer dissatisfaction and trouble for you.

NEW Metalex grids

Metalex—the vastly superior grid metal, originally developed and introduced by Willard—now has been further improved through perfection of a new Willard grid design. It provides 100% more protection against the No. 1 battery killer—OVERCHARGING.

NEW stronger case

Weighs less than half as much, yet affords twice the impact resistance of previously-used case materials. New thinner wall design permits 12% increase in electrolyte volume without increase in outside case dimensions. Unaffected by temperature extremes. Will stand up under unusually severe conditions of vibration and road shock without cracking or breaking.

NEW all-weather performance

Best for hot weather! Best for cold weather! With Willard Climate Control, you give your customers two best batteries *all in one*—a low-gravity, long-wearing hot weather battery, and a high-gravity, quick-starting cold weather battery. By actual test, the all-new Willard WEATHERMASTER delivers 20% greater starting power at cold weather setting.

GENUINE Willard Safety-Fill

Simplest, safest and most accurate principle ever developed to prevent overfilling and the resulting acid spray which can cause dangerous corrosion. Just cover the patented vent holes and add water until it reaches the top of the opening. Safety-Fill does the rest. No flashlight needed to service the WEATHERMASTER.

Beginning in September

Car owners in every city and town in the country will be reading and talking about the first and only battery in the world with *key-operated*

CLIMATE CONTROL . . .

they will be asking to see this amazing new battery. Be sure you're ready!

NOW'S THE TIME to get set for those extra 1953 battery profits! Call your Willard Distributor!

MAIL THIS COUPON NOW—
AND YOUR KEY SERVICE IS A JOE LATE!

WILLARD STORAGE BATTERY COMPANY
1220 Huron Road
Cleveland 15, Ohio

Send me the key at no charge so I'll be ready to service the
all-new Willard Weathermaster.

Name _____

Address _____

City _____

State _____

Control

...AN EXCLUSIVE FEATURE OF THE ALL-NEW

Willard Weathermaster

A TURN OF

KEY-OPERATED CLIMATE CONTROL

THIS KEY

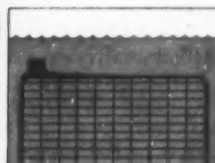
IN THE FALL...
ADDS EXTRA POWER
FOR COLD WEATHER
STARTING



Low water level increases acid gravity... steps up strength of electrolyte... gives 20% extra cranking power for quick, positive starting at sub-zero temperatures.



IN THE SPRING...
ADDS EXTRA LIFE
FOR HOT WEATHER
DRIVING



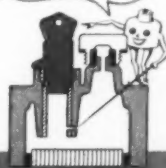
High water level reduces acid gravity... keeps battery cooler. Less possibility of damage from overcharging... less self-discharge due to high temperatures. Needs water only twice a year under normal driving conditions, with correct regulator setting.

HERE'S HOW WILLARD CLIMATE CONTROL WORKS

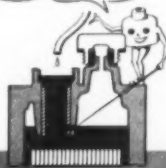
PLACING THIS CAP ON THE SAFETY-FILL VENT FORMS AN AIR LOCK UNDER THE VENT DOME THAT THE SOLUTION CANNOT FILL



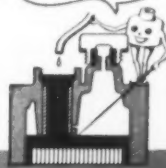
INSERTING THE KEY IN THE CLIMATE CONTROL AND TURNING IT OPENS UP THIS AIR HOLE IN THE SUMMER POSITION, CLOSING IT IN THE WINTER POSITION



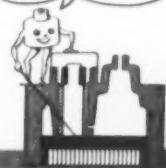
IN SUMMER POSITION WITH THE AIR HOLE OPEN, SOLUTION RISES TO AIR HOLE BEFORE AIR LOCK CAUSES IT TO RISE IN THE FILLER WELL INDICATING SUFFICIENT WATER HAS BEEN ADDED



IN WINTER POSITION WITH AIR HOLE CLOSED, SOLUTION RISES ONLY TO BOTTOM OF FILLER WELL, THEN RISES IN FILLER WELL TO INDICATE SUFFICIENT WATER HAS BEEN ADDED



REMOVING CAP FROM SAFETY-FILL VENT BREAKS THE AIR LOCK AND THE SOLUTION FALLS TO CORRECT LEVEL. SET CLIMATE CONTROL PROPERLY IN SPRING AND FALL AND ADD PURE WATER FOR EXTRA STARTING POWER IN WINTER AND EXTRA LONG LIFE IN ALL SEASONS



CLEAN OIL MONTH



Change NOW



GENUINE **FRAM** CARTRIDGES

THIS FREE POSTER doubles your profit with oil and cartridge changes!

Here's your chance to boost oil and cartridge sales sky-high during October. It's **FRAM CLEAN OIL MONTH**... a sensational promotion that tells your fall change-over customers to buy **FRAM** cartridges with every oil change.

You cash in on Double Profit!

You give customers the best clean oil protection and make twice as much profit by selling **FRAM**

FRAM sends you the customers

Millions of motorists are reading about **FRAM CLEAN OIL MONTH** in The Saturday Evening Post and other leading magazines. **FRAM** tells them the story of clean oil and what it means to the life of a car—then urges them to see you this month for clean oil protection. Be sure to tie in for your profits—display the **FRAM CLEAN OIL MONTH** window streamer. Ask your distributor salesman about the new plan **FRAM** has to help you boost cartridge sales.



HERE'S HOW

OIL CHANGE ONLY

=

85¢

Dealer Profit

5 qts. oil at .17 Average Profit

OIL AND CARTRIDGE CHANGE

(extra quart of oil with cartridge change)

+

Dealer Profit

6 qts. oil at .17 = 1.02 Avg. Profit

\$1.94

FRAM Cartridge = .92



Remember, I'll be sending **FRAM** customers your way... make oil changes pay off double—sell **FRAM**.

FRAM CORPORATION, Providence 16, R. I.
In Canada: **Fram Canada Ltd.**, Stratford, Ont.

WESTERN UNION
OPERATOR 23

FRAM

OIL • AIR • FUEL • WATER

FILTERS



Cutting a Swath

(Continued from page 66)

Hot Springs. When he listed his business in the local telephone directory, he included the single line, "outboard motor service." Soon he began receiving inquiries about repairing mower and tractor engines and his automotive customers started appearing at the garage with a power mower or tractor in the trunk of the car.

"The business grew from there," he said. "A cemetery caretaker brought one in, then some motel and tourist-court managers came in and now, with so many machines being sold, amateur gardeners and home owners from all over town are coming in."

Brooks said that the small-engine repair business was in for another boost now that power chain saws are in the low-priced field.

"Any shop like mine located in the timber area of the South can develop a real sideline to automotive business just from chain-saw repair," he commented. "Those engines are like the mower and tractor engines, and there is some extra money there if a shop wants it."

Prune the Overhead

(Continued from page 75)

This produced a saving on gasoline alone of \$30 a month.

Instead of putting in ready-made floor mats, we bought a bolt of material and now cut our own floor mats. This amounts to a saving of \$60 a month, averaging more than \$6 a car.

Add all this up and you will see we have quite a monthly saving:

Office employee	\$275.00
Donation advertising	25.00
Good-will advertising	25.00
Watchman	7.50
Phone calls	60.00
Used-car advertising	200.00
Used-car gasoline	30.00
Used-car floor mats	60.00

\$682.50

To add to these savings, we are having our insurance policies gone over to see if we are paying for duplicate coverage. Even if we don't find what we think we will, we will be brought up to date on our insurance and we will know what we are paying for. Whatever we find, we will attribute this move to our program for re-

duction of overhead, though we should have had this insurance check, regardless.

Lowery: Straight Talk

(Continued from page 71)

they complain to us and not someone else. If we know about it, we can act and, in most cases, it isn't as bad as it sounds.

Don't let complaints go unheeded. Handle them immediately or it may be too late.

Remember, there are lots of

shops in town, so to keep customers coming back, we must make them want to trade with us.

The opportunity is again ours.

We know how.

Let's take advantage of it!

Garard Dies at Dallas

Frank L. Garard, 59, formerly regional manager at Dallas, Texas, for the DeSoto Division, died recently after a heart attack. Garard moved to Dallas from St. Louis, Mo., in 1942 and retired in 1950.



4 Handsome Serving Trays

Beautiful... practical! Illustrated in sparkling color from original paintings by Ole Larson, famous animal artist. Ideal for buffet lunches and suppers, TV snacks, outdoor picnics and barbecues... a beautiful addition to every home! Four colorful trays to each set—each 17 1/4 x 12 1/4"—full dinner size—die stamped from 26-gauge steel with brilliant alcohol-resistant finish.

This offer expires SEPTEMBER 30th!

HERE'S THE TERRIFIC OFFER!

You'll receive, absolutely FREE—with our compliments—a complete set of FOUR HANDSOME SERVING TRAYS with your order of four dozen cans of famous Warner Radiator Products... assorted as you wish!

- WARNER RADIATOR CLEANER
- WARNER COOLING SYSTEM PROTECTOR
- WARNER LIQUID SOLDER
- WARNER SERVICE CLEANER

That's right! Only four dozen cans... in any combination!

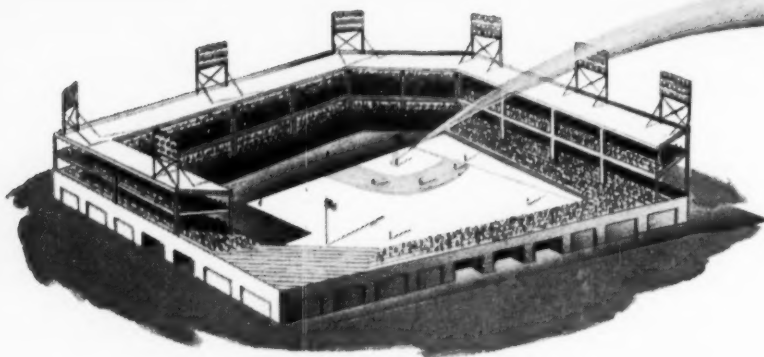
It's easy!... to make money and receive valuable bonus gifts as well while helping your customers!

Backed with constant national advertising in the Saturday Evening Post!

Start selling Warner products early... so that you can clean and service cooling systems before adding anti-freeze. Better for your customers... more profitable for you! Warner Radiator Cleaner to avoid clogged radiators. Warner Service Cleaner to open up badly clogged radiators. Warner Liquid Solder to repair leaks... to prevent loss of anti-freeze. Warner Cooling System Protector to prevent rust and corrosion.



WARNER-PATTERSON COMPANY • 920 SOUTH MICHIGAN AVENUE, CHICAGO 5, ILLINOIS



YOU JUST CAN'T DO BETTER...

This set will out perform any other piston ring set in the "hard to hold" jobs regardless of kind, design or price

CHROME CONTROL LEAK-PROOF

REG. U. S. PAT. OFF.

PISTON RINGS



McQUAY-NORRIS MANUFACTURING CO., ST. LOUIS 10, MO.



NO, YOU JUST CAN'T DO BETTER!

Power Brakes

(Continued from page 85)

The atmospheric pressure present on the rear side of the vacuum power cylinder then moves the piston to the applied position. Since the hydraulic plunger is in direct contact with the vacuum piston at all times, any movement of the vacuum piston is transmitted to the hydraulic plunger.

The initial movement of the hydraulic plunger in the applied direction closes the compensating

valve port, sealing off the fluid reservoir from the hydraulic cylinder. Further movement of the hydraulic plunger in the applied direction forces fluid out of the

October: Chevrolet Power Steering

Power steering systems are coming into their own and are attracting wide reader interest when the subject comes up. Next month Technical Editor Lowery will discuss Chevrolet's system.

hydraulic master cylinder under pressure through the hydraulic lines into the wheel cylinders to apply the brakes.

Since the rear side of the reaction diaphragm is also open to vacuum upon application, while the forward side of the diaphragm is open to atmospheric pressure at all times, the diaphragm then moves in opposite direction to set up a reactionary or opposing force which returns the slide valve to the "lap" or holding position (Fig. 5).

With slide valve in this position, both the vacuum and atmospheric ports are closed, thus holding the brakes in the partly applied position. This lapping-off action continues throughout all degrees of brake application and release.

Upon the release of the effort applied to the brake pedal, the slide valve again returns to its released position to close the vacuum port and reopen the atmospheric port and again balance to "suspend" the vacuum piston and reaction diaphragm in atmospheric pressure.

The vacuum piston return spring then returns the vacuum piston and hydraulic plunger to the released position. As the hydraulic plunger approaches the release end of its stroke, the compensating valve port again opens to insure release of hydraulic pressure.

Testing:

Road-test the brakes by making a brake application at about 20 mph to determine if the vehicle stops evenly and quickly. If the pedal has a spongy feel when applying the brakes, air is present in the hydraulic system. Bleed the system at each wheel cylinder. With engine stopped and the transmission in neutral, apply the brakes several times to exhaust all vacuum in the system.

Depress the brake pedal, holding foot pressure on the pedal, and start the engine. If the vacuum system is operating, the pedal will tend to fall under foot pressure, and less pressure will be required to hold the pedal in the applied position. If no action is felt, the vacuum system is not functioning.

**Best Deal
for the Dealer**

**Best Buy
for the Buyer**

PROFITS?

Champ's new line with its extra profit makes it the best refill deal you can get. And Champ's continued policy of maximum profit throughout the line includes the fast selling numbers, too. This makes the deal even better!

EASY SELLING?

Champ's new 100% cellulose, exclusive Champak filter medium is acid-neutralizing, moisture absorbent, more effective. Packed firmly, it cannot channel or collapse to permit by-passing. The depth-type filtering gives longer filter life, and cleaner oil for longer engine life.

Tie in with Champ for more Profit-Quality-Turnover




Champion Laboratories, Inc.
Meriden, Conn.

OIL REFILLS & FILTERS For Cars, Trucks, Tractors, Diesels



Maybe you are Paying for a MANLEY Shop Press...

• Every time you have to send a pressing job out of your shop, it costs you money that could help pay for a new MANLEY Shop Press. Just stop and think of the time it takes to send jobs out. And time is money.

The MANLEY Air-Operated Hydraulic Press illustrated above was designed for use in garages, service stations, and machine shops. The only hook-up required is piping to a 150-lb. air line. In case of air failure, you operate the press by hand.

The new self-locking table is a real safety feature. Adjustable pump handle and improved table cranking mechanism make the MANLEY Press easy, fast, and safe to operate. New finely graduated depth gauge and constant speed ram provide precision control.

MANLEY makes a complete line of shop presses in 25, 40, 60, and 80-ton capacities, both manually and air operated. See your MANLEY jobber today or mail coupon.

The Best Equipped Shop Gets the Profitable Business

ACCO

York, Pa., Chicago, New York, Portland, San Francisco, Bridgeport, Conn.



**MANLEY DIVISION
AMERICAN CHAIN & CABLE**

In Canada: **Dominion Chain Company, Ltd.**
Niagara Falls, Ontario



MOVABLE HEAD...
travels on rollers

OTHER FEATURES

- Bolted construction
- Clean, open design
- Any position operation
- Easy table adjustment
- Self-locking table
- Positive ram control
- Ram can't be overloaded
- Reduced friction

MAIL TODAY!

MANLEY DIVISION
American Chain & Cable
York, Pa.

SAJ

Please send literature and prices of
___ 25-Ton, ___ 40-Ton, ___ 60-Ton, ___ 80-Ton MANLEY
Hydraulic Presses, and name of nearest distributor.

Name _____

Address _____

Town _____

State _____

Stop the engine again and exhaust all vacuum in the system. Depress the pedal and hold foot pressure on the pedal. If the pedal gradually falls away under pressure, the hydraulic system is leaking.

Diagnosing trouble:

Brake trouble may be easily diagnosed if the complaint is understood. The trouble will always show up in one or more of the ways listed:

1. Hard-pedal feel may be caused by:

- A. Glazed linings.
- B. Grease or brake fluid on lining.
- C. Bound-up brake-pedal linkage.
- D. Sticking vacuum check valve.
- E. Collapsed vacuum hose.
- F. Plugged vacuum fitting.
- G. Leaking vacuum reserve tank.
- H. Internal vacuum hose loose or restricted.
- I. Jammed vacuum cylinder piston.
- J. Vacuum leaks in unit caused

by loose piston plate screws.

K. Faulty diaphragm rubber stop in reaction diaphragm.

L. Faulty vacuum cylinder piston seal.

2. Severe brakes may be caused by:

A. Grease or brake fluid on lining.

B. Scored drums.

C. Reaction diaphragm leakage.

D. Broken counter-reaction spring.

E. Restricted diaphragm passage.

F. Sticking vacuum valve action. (Do not oil).

3. Pedal going to floor may be caused by:

A. Brakes need adjustment.

B. Air in hydraulic system.

C. Hydraulic leak or low fluid level.

D. Compensating valve leak.

E. Hydraulic piston seal leak.

F. Compensating port or outlet fitting seal leak.

4. Slow release or failure to release may be caused by:

A. Brakes improperly adjusted.

B. Bound-up brake-pedal linkage.

C. Restricted air cleaner or passage.

D. Excessive hydraulic seal friction.

E. Compensator port plugged.

F. Faulty residual check valve.

G. Piston-stroke interference.

H. Sticky vacuum valve. (Do not oil.)

I. Broken piston return spring.

J. Dry vacuum leather packing.

Maintenance:

The air cleaner should be cleaned at least twice a year.

Check level of brake fluid every 1,000 miles.

**GOOD parts..
BAD fluid..
DON'T MIX!**



Worn pistons with heavy corrosion from contaminated brake fluid. This is not just a very short time. A few extra pennies can save you a great deal of trouble.

Don't let good parts and good work be ruined by bad fluid! Only Brake Fluids formulated by a reputable manufacturer of Brake Parts carries one and the same responsibility—CONTROLLED TOP QUALITY! Don't compromise with "below standard" fluids! If you take pride in your work and your reputation, specify and use EIS—it's worth the extra pennies.



SUPER "40" BRAKE FLUIDS

SUPER "50" BRAKE FLUIDS

Both

MEET ALL SAE SPECIFICATIONS



Eliminating Wiper-Motor Noise on Radio

RE-ROUTING the radio antenna lead-in wire is often helpful where there is a definite windshield-wiper motor noise in the radio of the P-24 Plymouth models, that automobile factory reported last month.

It advised:

Position the lead-in wire as far as possible away from the windshield-wiper motor and wiring. Then tape it in the most satisfactory location.

To find this location, operate the radio and the windshield-wiper motor at the same time. Move the antenna lead until the quietest position has been found.

Get what you pay for!



**GRIZZLY EXCHANGE BRAKE SHOE LININGS
NOW IDENTIFIED BY MAKE AND GRADE**

Buying exchange shoes need no longer be a gamble! Now you can be sure that you will get the exact type of lining you order! For your Grizzly Distributor now clearly brands each Grizzly-lined exchange shoe with the Grizzly name and grade.

So now, with this complete product identification, it pays more than ever to fill your brake lining needs through your Grizzly Distributor. He is fully equipped to give you fast,

complete exchange service. He is well stocked with the finest brake linings you can buy—Grizzly SAFTIBOND-SYNCRO or SAFTIBOND-SILVERTIP for bonding... and Grizzly SYNCRO or SILVERTIP drilled and countersunk sets for riveting.

Get your money's worth—buy 'em branded from your Grizzly Distributor! Grizzly Manufacturing Company, Paulding, Ohio.



Most Grizzly Distributors pack branded relined shoe sets in cartons, labeled with FMS Set No. and lining type.

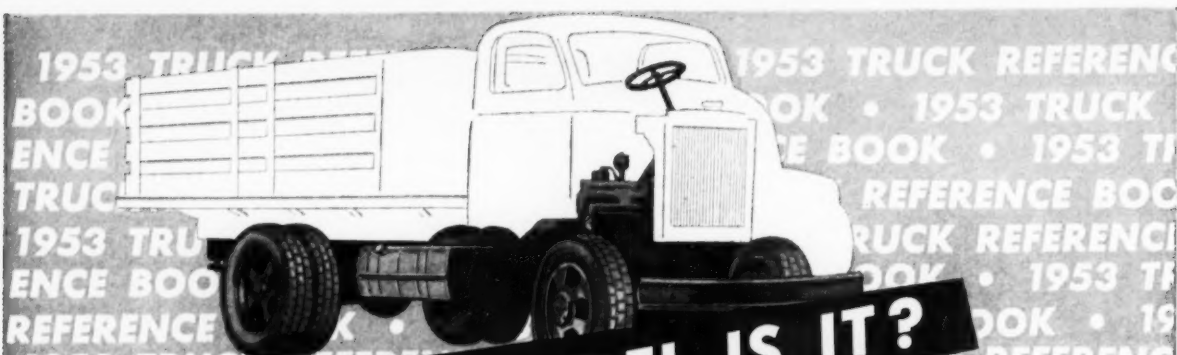
Bear in Mind  ... Ask for

Grizzly Drilled and Countersunk Sets Silvertip for deluxe or severe service... Syncro-Sets for standard duty. Individually boxed.



**GRIZZLY
BRAKE LINING**

NATIONALLY ADVERTISED!... Big, dramatic Grizzly ads appearing regularly in *The Saturday Evening Post* and *Collier's* and closely coordinated Grizzly merchandizing material help you get more brake service business!



WHAT MODEL IS IT?

Every truck made since the '46 Models is carefully described, positively identified in this great, 1953 TRUCK REFERENCE BOOK.

Automotive dealers, Insurance and Financial Interests . . . take the guesswork out of appraising! Get the checked and double-checked facts *quickly* from this easy-to-read, authentic bible of Truck data.

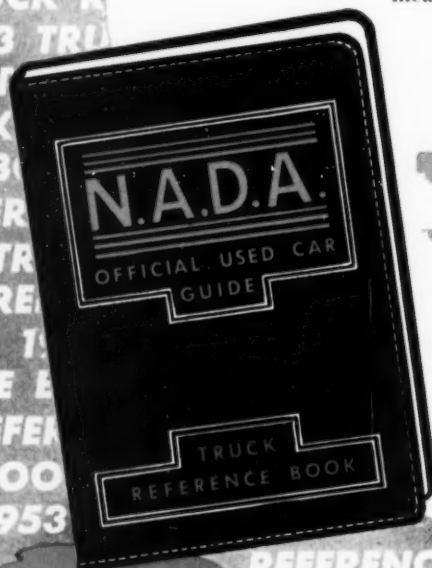
The New 1953 Edition of the N.A.D.A. Official Used Car Guide

TRUCK REFERENCE BOOK

Available in Limited Quantities!

PLACE YOUR ORDER TODAY — a book for every key man in your organization.

Enclose your remittance to avoid delay . . . because delay might mean an exhausted supply before your order could be filled!



Here's what this accurate reference book lists:



YEAR MODELS — Latest specifications, Factory List or Advertised Delivered Price of vehicle with standard equipment . . . and price information for year truck produced.



IDENTIFICATION — Serial numbers for each year . . . and locations of motor and serial numbers for each make.



TONNAGE RATING — Nominal rating . . . frequently required for registration and insurance.



GROSS WEIGHT — Recommended maximum weight when fully equipped.



WEIGHT — Shipping weight with standard equipment . . . often needed for registration.



TIRE SIZE — Specified in standard equipment and included in the price and weight.



WHEEL BASE — The standard for each model or series. All Wheel Bases listed for light-duty trucks.

LIMITED EDITION
Order Now!
\$2.50 a copy
(\$2 each in lots of
10 or more)

REFERENCE BOOK

Published by

NATIONAL AUTOMOBILE DEALERS USED CAR GUIDE CO.

1026 17th STREET, N. W. • WASHINGTON 6, D. C.

Employees Use Ad To Tell Message

The following note of appreciation recently was placed in a local newspaper by the entire staff of Dixie Chevrolet Co., Clarksdale, Miss.:

"We, the employees of Dixie Chevrolet Company, wish to express our deepest appreciation for your offers of help and expressions of sympathy during the passing of our employer, Shields Davie, the new owner of Dixie Chevrolet. Your kindness will never be forgotten by this organization. We pledge to our many friends and customers the same loyalty that we have always held for you and we also pledge to carry on this business with the same principles which Shields Davie had intended doing."

'53 Automobile Sales Establish a Record

FACTORY sales of passenger cars from U. S. plants reached 3,239,569 units in the first six months of 1953, highest first-half-year total on record, the Automobile Manufacturers Association has reported.

The previous first-half record of 3,098,858 was established in 1951. The 1953 passenger-car figure ranks second only to the all-time mark of 3,571,661 sold by U. S. factories in the final six months of 1950, the AMA said. The comparable total in 1952 was 2,199,591.

Total motor vehicle sales for the first six months reached 3,877,869 units, third highest on record. They included 636,728 trucks and 1,572 buses. The total was more than a million units ahead of the 2,845,811 vehicles sold in the like period last year.

Dodge Advances Ely

Foster D. Ely, who for a time was district manager for Dodge Division in the Memphis, Tenn., region, has been appointed Detroit regional manager. Recently he had been truck manager for the western zone.

GM Moves to Give Up Hertz Properties

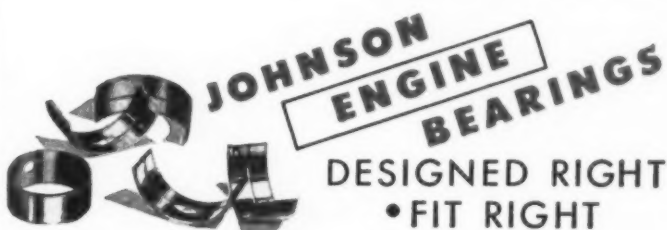
GENERAL Motors has entered into an agreement for the sale of the stockholdings in the seven Hertz Driv-ur-Self companies, including the Sterrett Operating Service, to the Omnibus Corporation of Chicago. Terms of the sale were not disclosed.

The Hertz companies, subsidiaries of General Motors, own 31 stations. Operators, licensed by the Hertz System, lease and rent

trucks and passenger cars in more than 500 cities.

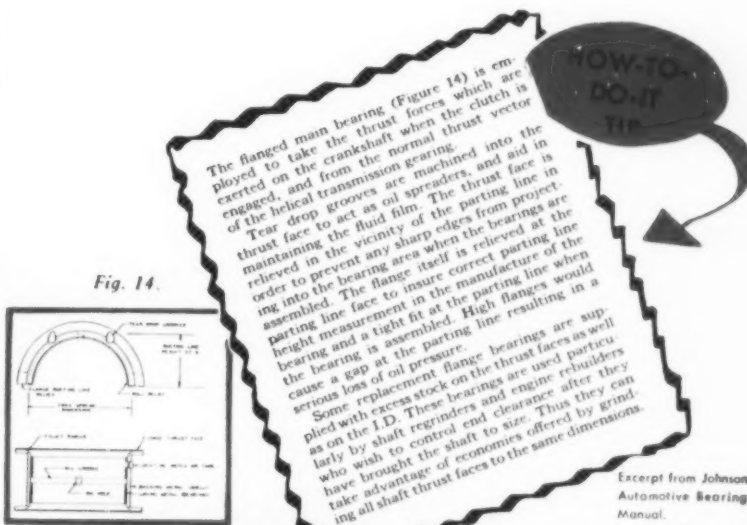
West Virginians Elect

Lovell Elliott of Tag Galyean in South Charleston, W. Va., has been elected president of the Charleston Automobile Dealers Association, succeeding Shelby Parkins. Other officers include: Frank S. Mullen, first vice-president; R. D. Rhodes, second vice-president, and L. E. Rollins, reelected secretary of the organization.



Do you know why bearings are designed a certain way? Do you know the correct method of installing each type? Johnson engineers, bearing specialists, have prepared the Johnson Automotive Bearing Manual to guide you in removing, installing and maintaining bearings. There are many tips like the one shown here that may help you. Write us on your business letterhead and we'll send you a copy free.

JOHNSON BRONZE COMPANY
565 South Mill St., New Castle, Pa.



JOHNSON BEARINGS
Sleeve-Type

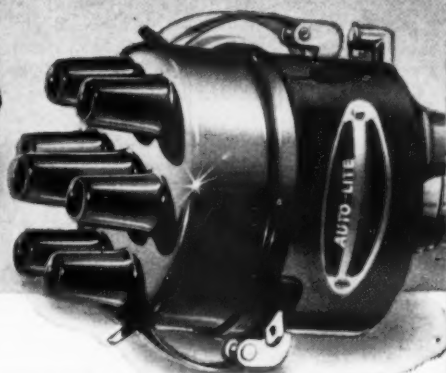
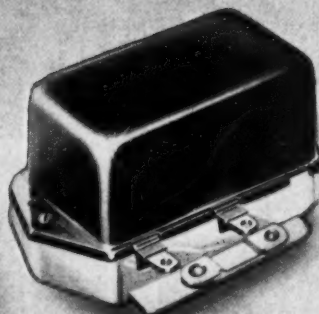
Excerpt from Johnson Automotive Bearing Manual.



1 out of every 3 cars in

AUTO

AUTO-LITE WIRE AND CABLE,
in spools and package sets . . . a
standard of quality for every
automotive, marine, aviation and
industrial electrical use.



AUTO-LITE BULL'S EYE SEALED BEAM UNITS are
designed for safe night driving. They concentrate
more light on the road . . . burn even when the lens
is cracked or broken.

AUTO-LITE ORIGINAL SERVICE PARTS
include generators, voltage regulators, starting motors, dis-
tributors, coils and thousands of electrical and mechanical
component parts engineered for best car performance.

THE ELECTRIC AUTO-LITE COMPANY

America is equipped with

LIFE

● Outstanding quality and performance have made more than 400 Auto-Lite products for cars, trucks, tractors, planes, boats and industry world famous . . . convincing proof, "You're always right with Auto-Lite."



AUTO-LITE SPARK PLUGS

. . . Ignition Engineered to give top performance in your car . . . include a complete line of Resistor, Standard, Transport and Marine types.

AUTO-LITE "STA-FUL" BATTERIES need water only 3 times a year in normal car use. And they last longer!

TOLEDO 1, OHIO

Using Built-In Daylight

(Continued from page 69)

because considerable grading will be required to cut the alley through to that point. But it's there for use when Hiott feels this investment would pay off.

The shop will accommodate 12 cars, with room to maneuver around them. Another ten or 12 can be parked on the apron without causing congestion. "We have had as many as 31 cars on the place at one time," said Hiott, Jr., "but it's

pretty hard to move them around with that many."

Hiott believes that the downtown location has certain advantages. The shop is close to jobbers and dealers, so no time is lost in getting necessary parts.

Since a large percentage of the stores and office buildings are within five or ten minutes of the shop, mechanics can drive customers to their place of business without losing too much time from work. "If we were 20 minutes or so from town, we couldn't afford

to offer this service," said Hiott.

The location also results in some drop-in trade, though most of the customers are "regulars."

The new building is adjacent to the former location, which measured about 50' by 55' and had space for only one car at a time inside the building. A good part of the inside space was used for testing equipment, much of which was portable.

If Hiott could start over again with the same amount to invest in a building, would he make any changes? Yes, he said, one in particular.

At the front of the building, next to the office, is a customer waiting room. When the garage opened, it was equipped with comfortable chairs. The very first day, customers picked up the chairs and moved them out into the shop. After the customers left, Hiott moved them back into the waiting room. Customers moved them out again. After a few days, Hiott left them in the shop, where customers could watch the mechanics at work.

"If we had it to do over," said Hiott, Jr., "we would extend the office to the front of the building and put a customer waiting room at the back of the shop or on one side. I'd like to have a plate-glass wall between the waiting room and the shop. Then customers could see anything they wanted to and still be away from most of the fumes and noise of the shop."

But there are no real complaints about the building. Business has been good. There has been an increase in the bigger jobs, as well as routine, smaller jobs. And mechanics are able to get out the work faster with the new set-up.

Carlson Named for Memphis

Don Carlson has been appointed automotive division manager for the Memphis territory of the Martin-Senour Co. Formerly representative for a piston-ring manufacturer in the Southern territory, Carlson will now cover Tennessee, Arkansas and northern Mississippi.

Kelite Promotes Texan

Richard C. Martin has been appointed national sales director of Kelite Products, Inc., Los Angeles. A native Texan, Martin formerly was in charge of the Southern division with headquarters at Dallas.

*Here's why COLUMBUS
is the BEST Shock Absorber
for DEALERS to sell—*

You make more money on every sale when you sell Columbus.

You can fit more cars and light trucks, with fewer numbers to stock, when you sell Columbus.

You have more features—and greater performance—to offer your customers when you sell Columbus.

You feature the most widely advertised, most widely accepted replacement shock absorber when you sell Columbus.

You have a much greater market when you sell Columbus. It is the only shock absorber consistently selling to new car owners.

Your potential is every car with conventional shocks entering your place of business.

The wisest investment you can make in this huge replacement market is to sell Columbus Shock Absorbers.



MANUFACTURED BY HECKETHORN MANUFACTURING & SUPPLY CO., LITTLETON, COLORADO

Customer labor has increased greatly. Owners are highly pleased with car operation after Carbon Blast tune-up. Our unit has already paid for itself after six weeks.

George Cianfone, Service Manager
Dahlgard Buick Corp., Flushing L.I., N.Y.

We have two of your "Head-On" Carbon Blasters in our service department. I am very proud to take a customer out in his car after removing the carbon with this machine. We make a very nice profit, and we make our owners happy.

Fred Brown, Service Manager
O'Daniel Ranes, Inc., Evansville, Ind.

We now have two Kent-Moore Carbon Blasters... We estimate these machines have increased our service profits by \$2,000.00 annually

Orbie Woods, Service Manager
Brace Motor Company, Kansas City, Mo.

We have had the Kent-Moore "Head-On" Carbon Blast in operation for a period of eight months and within that time we have increased our customer labor sales to a new high. The Carbon Blaster has paid for itself many times over and has proven to be the biggest profit maker of any piece of equipment in our Service Department.

Bob Massip, Service Manager
Krieger Motor Company, Lodi, California

We used the Carbon Blast machine on one of our customers cars and he was so enthused he came back a few days later to tell us that he had raised his gas mileage two miles more per gallon. This is just one of many satisfied customers out of a hundred we have completed.

Jack Milliron, Service Manager
Bailey Buick, Inc., Cleveland, Ohio

The Carbon Blaster is one of the most profitable new equipment items we have purchased for some time. ... could hardly get along without it.

Frank Hull, Service Manager
Ray E. Weaver, Pittsburgh, Pa.

The machine has cut our man hours on each job in half. Our customers are pleased with the work, and our Mechanics are happier since, with the aid of the machine, their pay envelopes are considerably higher.

T. H. Poe, Shop Foreman
Triangle Motors, Dallas, Texas



Here's what users are saying about their "Head-On" Carbon Blasters... the amazing new machine that "blast-cleans" combustion chambers... restores "lost" engine power. If you're not equipped to perform this profitable new service get in touch with your nearest Kent-Moore Distributor today!



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Profits!

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Available to all Carbon Blaster owners... a complete promotional campaign to help you sell Carbon Blast Tune up! Send for your "Profits" Plan Book today!

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COMPANY _____
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STATE _____

Plymouth Releases Data On Installing Gaskets

RECENT tests show that best results will be obtained if the rear main bearing cap gaskets are installed absolutely dry, the Plymouth technical staff announced last month. They reported:

Coating the outer surface of the gaskets with an application of soap will result in leaks.

When installing the neoprene seal, apply a little Lubriplate to the contacting lip and be sure that the lip is pointed toward the front of the engine. Carefully insert the lower half of the seal into the bearing cap and position the gap gaskets in place. Be sure that the tabs of the parting line seals fit in the cap seal channel.

Place one end of the upper seal into the block and push it into place with a rolling motion. Turn the crankshaft at the same time as pressure is applied if the seal is difficult to install.

Tighten the main bearing cap bolts to a torque of 80 to 85 foot pounds.

Curing U-C Drought

(Continued from page 72)

those used cars sitting on our lot, while the used-car manager was getting mighty lonesome.

But these small service bills were worrying customers and those who owed us were staying away. We were not mad at them, but they didn't know that. So I got together with my manager, Jerry Menegay, and suggested he contact the delinquents and tell them that even though they owed us a bill they couldn't pay, to bring the service work in, regardless.

Jerry thought this would be a good, workable idea. So he got a shoe shine, jumped in a demonstrator and drove off as the good-will ambassador.

Jerry found many of the customers he called on in the cotton field. If you have never seen a cotton field, take my word for it—nobody can hide in one. Not in the dwarfed cotton we have around here, due to the lack of water.

The customers thought that Jerry was out there to collect the bills they owed and couldn't pay until after their cotton was ginned. This embarrassed them, for under normal circumstances they pay, and pay promptly.

But Jerry assured them he

wasn't out there to collect. He was there to inform them that we wanted them to bring their cars and trucks in for repair, even though they owed us something. He pointed out that if they didn't have a small job attended to right away, it might cost them considerably more to have the vehicle put in good condition later, after they got their cotton money.

This eased the pressure and they looked upon Jerry as a friend in time of need. We did get some service work. But what was better

than that, many of these delinquent service customers had a friend who was planning to buy a good used car as soon as he got his cotton money.

Jerry knew these customers could give him good leads. If they said the prospects were all right, you could take their word for it. So he asked them if they would introduce their friends to him. Grateful that Jerry was not pressing them for money they couldn't pay at the moment, many of them dropped what they were doing and

now World Bestos

Brake Lining Engineered for HIGH HORSEPOWER CARS

New cars with higher horsepower and automatic transmissions require more stopping power . . . often call for different brake frictions and sizes on front and rear axles. World Bestos linings (both Dry Mix and Wireback) are now engineered to give that extra stopping power! WB uses seven different frictions to meet passenger car requirements alone . . . and all WB passenger car lining will be packaged in single axle, 4-piece sets to simplify stocking and handling.



"PRESCRIBED FRICTION" SETS

For passenger cars, commercials, taxis, trucks. A Dry Mix lining engineered for each specified vehicle. Also undrilled "PPF" Sets for bonding.

"GRID LOCK" MOLDED SETS

Wireback molded linings for all popular passenger cars, commercials and trucks. Also undrilled "PGL" Sets for bonding.

Also complete line of Brake Blocks for all types of Trucks, Trailers, Buses and Coaches.



took Jerry around for the introduction.

Our old customers literally sold their friends.

Jerry did not make the mistake of bringing the prospect to our used-car lot and letting him pick out a car. Instead, he found out about what the prospect wanted to spend and the make of car he preferred.

Then Jerry drove back to our lot, picked up a car of the right make and the right price range, took it to the prospect—and sold it.

Clean and in good mechanical condition, the car looked good to the prospect when Jerry drove it out to his home—better than it would look beside a later model on our lot.

We will not show these customers a car we do not feel safe in guaranteeing. We will not offer them a car that would cast any bad reflection on the friends who recommended us. If we did, we would lose the respect of the one who recommended us, plus two customers we hope to keep on do-

ing business with in the future.

As far as we are concerned, for the present we cannot depend on our used-car lot to make sales. It's good advertising, it attracts some prospects and it's a good place to store used cars until they can be sold.

But we have to do the selling!

500,000th V-8 Engine Built by Chrysler

PRODUCTION of the 500,000th V-8 engine with a hemispherical combustion chamber has been announced by E. C. Quinn, president, Chrysler Division. The engine was introduced by Chrysler in 1951.

The demand for the V-8 has increased constantly and the division is now producing as many V-8's as sixes, Quinn said.

Ex-Circulation Manager Dies

Charles I. Finigan, 68, long-time circulation manager of the W. R. C. Smith Publishing Co., publishers of *Southern Automotive Journal*, died in an Atlanta, Ga., hospital August 18. A native of Montgomery, Ala., he was circulation manager of *The Montgomery Advertiser* for several years. He joined the Smith company in 1919 and continued as circulation manager until his retirement, because of illness, in 1951.

Ease in Parking Wins Power-Steering Fans

Three out of four American motorists favor passenger-car power steering and are willing to pay extra to obtain it, according to an independent consumer study made for Kaiser Motors Corp.

Most drivers cited ease of parking as the most desirable feature of power steering. The 20 per cent of drivers questioned who had reservations about power steering based their objections on fear of "over steering."

About one third said they were willing to pay \$150 additional cost to have power steering on their next car, while an additional 45 per cent said they would be interested if the cost were \$100 or less.

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**MORE
STOPPING
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See your Distributor or write direct to:

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*"You sure were right
about Packard cable
being easy to sell!"*



*Build up your business
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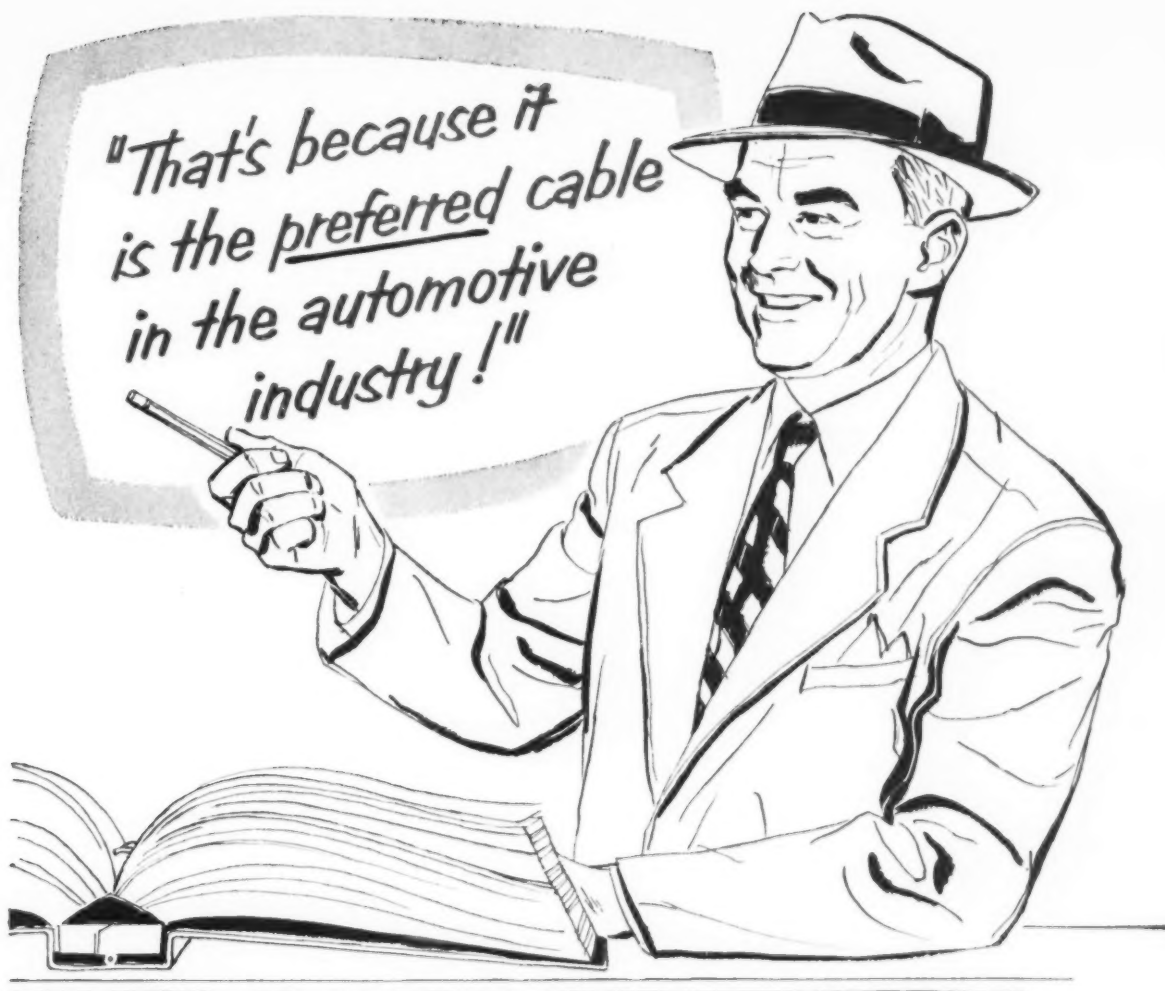


It's true—automotive engineers prefer Packard cable for original equipment on cars, trucks, buses and tractors—vehicle owners and repair shops prefer it for replacement service—jobbers and dealers prefer it for its wide acceptance and quick turnover.

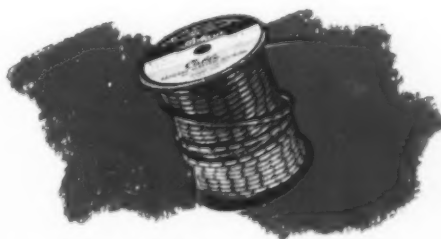
PACKARD BATTERY CABLE—Packard battery cables are used as original equipment on more cars, trucks, buses and tractors than cables of any other make. Packard battery cables are full size, full weight . . . are available with **LEADALLOY** terminals or leaded brass terminals. Both types are packaged in individual cartons—both deliver top performance—both have acceptance everywhere.

FOREMOST BUILDER OF AUTOMOTIVE WIRING

"That's because it
is the preferred cable
in the automotive
industry!"



PACKARD IGNITION CABLE—Long considered the standard of the automotive industry, Packard high-tension cable is original equipment on more cars, trucks, buses and tractors than any other cable. Packard **FOUR-FORTY** and Packard **LAC-KARD** ignition cables are designed to deliver balanced performance in every application. For dependability on the job, choose Packard!



PACKARD LOW-TENSION CABLE—As with Packard's two other products, Packard low-tension cable is used as original equipment on more cars, trucks, buses and tractors than cable of any other make. Packard's **249 COMPOUND** insulation, by every laboratory test and by the test of long, hard usage in the field, has exceptional resistance to heat, oil, chemicals and abrasion.

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Packard Electric Division, General Motors Corporation, Warren, Ohio

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- more information about NEW PRODUCTS on following pages
- copies of these new FREE CATALOGS AND BULLETINS

101 WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-8—Gives full information on Curtis Air Compressors, Curtis Car Washers and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kenlen Avenue, St. Louis 20, Mo.

102 TWELVE PAGE BOOKLET IN COLOR illustrating two, specialized materials for ODOR CONTROL in industrial housekeeping and plant sanitation work. Oakite Products, Inc., 52F Rector St. New York, N. Y.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

107 HOW PYROIL PROTECTS—A pamphlet describing in detail the way in which Pyroil protects the moving parts of engines. Pyroil Co., 122 Main St., La Crosse, Wis.

108 ATTRACTIVE FOUR PAGE FOLD-ER showing specifications for several models of Oakite solution-lifting steam guns. Includes all purpose, heavy duty with high pressure air or steam. Oakite Products, Inc., 52F Rector St., New York, N. Y.

111 SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-808, Alemite Div., Stewart Warner Corp., 1826 Diversay Parkway, Chicago 14, Illinois.

112 CONTOUR SPACER RING—Descriptive literature and specifications on the new Accurate contour spacer ring, castor shims and the no-slip wheel weights. Accurate Weigh. Mfg. Co., P. O. Box 1063, Americus, Ga.

119 RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

120 SAMPLE FABRIC BOOK—(Jobbers Only) of the Horco plastic coated fabrics for custom seat covers. Waterproof, stainproof and flame resistant, they are available in wide variety of colors. Hodgman Rubber Co., Framingham, Mass.

122 INSTRUCTION BOOK and technical data on automotive wheel alignment frame straightening, wheel straightening, and wheel balancing. Other books and pamphlets available on tire conservation methods and steering adjustments. Bear Manufacturing Company 20 35th Ave., Rock Island, Ill.

123 PERMATAX TOON-OYL is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

124 McCORD RADIATOR-CORE CATALOG—Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp. 2587 E. Grand Blvd., Detroit 11, Michigan.

125 STANDARD DUTY GENERATOR REGULATORS—A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

127 HYDRAULIC BRAKE FLUID SERVICE — HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

128 FREE SHOP AID—'Quick Check Tips No. 1' tells how to spot and correct trouble in the electrical circuit in minutes. Arrow Armatures Co. Box 1428, Spartanburg, S. C.

133 SUPPLEMENT NO. 2 FOR CATALOG NO. 500-R—Features more than 200 Champ-Item automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 STREAMLINER CATALOGS on Moog Coil action front end parts, coil springs, chassis parts and electrically heat-treated springs for cars and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

136 McCORD MUFFLER CATALOG—Contains a complete listing of muffler, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Mich.

137 DELCO - REMY ELECTRICAL SERVICE—A 20-page 8½ x 11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

138 SPARK PLUG SPECIFICATION CHART—Covering all types of installations, designed to hang on wall, includes correct procedure on installing and servicing spark plugs. Merchandising Division, Electric Auto Lite Co., Toledo, Ohio.

140 PRESSURIZED COOLING SYSTEM—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

141 NEW PISTON RING CATALOG and full Piston Story on Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., 6651 Easton Ave., St. Louis 14, Mo.

142 "CATALOG NO. 52E"—the complete line of Ignition Parts of the Andrews Mfg. Co. 924 S. Theresa Ave., St. Louis, Mo.

143 NATIONAL MACHINE LINE—New, fully illustrated pamphlet describing function and construction of National Drive Shaft Bushing and Seal Assemblies, Universal Joint Ball Housing Kit, Transmission

Case Ball Seat and Coleman Steering Compensator for Chev. Cars & Pickups and most GMC Pickups. Special Pinion Bearing Assembly for most Chev. Buick, Olds and Pontiac models. National Machine Works, Inc., 1800 S. Broadway, Oklahoma City 9, Oklahoma.

145 HOW TO SOLDER—16 pages of practical hints on soldering. Non-technical and designed to assist with everyday soldering. Federated Metals Div., 120 Broadway, New York 5, New York.

148 CLUTCH CATALOG—A streamlined 54 page catalog (No. 8-53) containing complete alphabetical listings of clutch sets, clutch plates, pressure assemblies, release sleeves, bearings, forks and flywheel pilot bushings for all popular makes of passenger cars and trucks. Accurate Parts Mfg. Co., 12435 Euclid Ave., Cleveland 6, Ohio.

150 ELECTRIC POWER DRIVE—Bulletin DH 397 contains complete information on the New Manley P D-3 electric power drive which now requires no power take-off. Gives the operator a movable push-button control make a safe easy one-man job of tough hoisting operations. Manley Div., American Chain & Cable, York, Pa.

154 V-C CLEANSERS—complete information on the new improved V-O line of cleansers. Includes V-O ZIP (heavy-duty steam cleanser) V-O TUFF (heavy-duty concrete cleanser) V-O ROY (concrete cleanser) V-O CEL (water conditioner). No cost or obligation for the complete Virginia-Carolina informational literature. Virginia-Carolina Chemical Corp., Chemicals Division, 401 East Main St., Richmond, Va.

155 NITESHAD BLUE—23-page color folder showing how the Arco Color Bar enables any of 3000 color shades to be matched in a matter of minutes. Pictorially depicts the Color Bar, illustrating its efficient and speedy operation. The Arco Company, 7301 Bessemer Avenue, Cleveland 27, Ohio.

157 CATALOG NO. 53—A describing complete line of generators, starter motors and armatures. Complete car application data is included in this booklet for all passenger cars through 1953. Arrow Armatures Co., Dealer Service Department, P. O. Box 1428, Spartanburg, S. C.

162 WILLARD STORAGE BATTERY CATALOG—Complete technical specifications for storage batteries for every application. Liberally illustrated. Replacement information. Explanation of battery construction features. Willard Storage Battery Company, 246 E. 131st St., Cleveland 1, Ohio.

163 COMPOSITE SERVICE TOOL GUIDE—Ken-Moore Organization offers, without obligation, a comprehensive time-saving Tool Guide. Contains special tools you need to perform specific operations for which no adequate standard tool exists. Ken-Moore Organization, Inc., 5-105 General Motors Building, Detroit 2, Michigan.

164 AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS—New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation Catalog AX64. Airtex Automotive Division, Inc., Fairfield, Ill.

165 MANLEY AUTOMOTIVE SERVICE STATION EQUIPMENT CATALOG—describes the new WC-3PD 3-ton Wrecking Crane with electric power drive and other items in the Manley line including 4-ton and 8-ton wreckers, hydraulic presses, service jacks, motor stands, floor trestles, auto trestles, and tire spreaders. Manley Division, American Chain & Cable Company, Inc., York, Pa.

167 TOOL CHEST BULLETIN — Descriptive literature of the Hunt tool chest and cabinets including the Hunt Porta Cab designed for you to have rolling storage for tools. Hunt Mfg. Company, 887 N. Wheeler Ave., St. Paul W4, Minn.

169 WILLARD SERVICE EQUIPMENT — Charging Equipment, Parts, Service Accessories, Service Tools, Testing Equipment. Willard Storage Battery Company, 246 E. 181st Street, Cleveland 1, Ohio.

172 WILLARD DRY BATTERIES — "A" and "B" Power Packs, "B" and "C" Power Packs, "A" Batteries, "B" Batteries, "C" Batteries, General Purpose Battery, Portable Lantern Batteries, Radio Storage Batteries, Interchange Data, Willard Storage Battery Company, 246 E. 181st St., Cleveland 1, Ohio.

173 HYDRAULIC PARTS — Complete master catalog of the complete line of Ets hydraulic parts. Lists and illustrates the complete line of service kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1952. Ets Automotive Corp., Middletown, Conn.

176 FREE SHOP AID—QUICK CHECK TIPS NO. 2 — With wiring diagrams giving pertinent information about generators, starters and regulators. Arrow Armatures Co., Dealer Service Department, P. O. Box 1438, Spartanburg, S. C.

178 MORE JOBS CAN BE QUALITY ALWAYS — as says Rodoll Manufacturing Co. In a Bulletin they have for every home car user and engine rebuilders generally. They say tool sharpness is and has always been the answer. Rodoll Manufacturing Co., El Monte 4, California.

180 THE LAMSON NO. 80-A AUTOMOTIVE CATALOG — A complete reference book on the most popular sizes of car screws, nuts, lock nuts, roller pins, stove bolts, lock washers, flat washers, expansion pins, studs, starter bolts, and washers, ring gear, rivets, tractor bolts, high nuts, U bolts, rods, spring clips and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lamson & Sons Co., 1971 W. 83rd St., Cleveland 2, Ohio.

183 AUTOMOTIVE LIGHTING SERVICE MANUAL (LAM84) — contains market facts and figures . . . diagrams showing new car installations . . . selling tips to increase sales . . . photos and illustrations of the proper placement of bulbs in different car models . . . tables showing lamp types and avg. demand by months. Westinghouse Lamp Division, Bloomfield, N. J.

184 AUTO BULBS FOR CARS, TRUCKS & BUSES (AM-1166 & 1166) — charts giving valuable bulb replacement data. Suitable for wall chart & tells which bulbs go where including those with the new 12 volt systems. Westinghouse Lamp Division, Bloomfield, N. J.

185 SERVICE MANUAL FOR THE DOCTOR OF MOTORS — A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hoagstown, Indiana.

186 BATTERY SERVICE MANUAL — Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and so simply written and so profusely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 951, Toledo, Ohio.

193 WIRE & CABLE CATALOG — A 24 page catalog covering every automotive use of electric wire and cable, complete with specification data. Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut Sts., Toledo 1, Ohio.

194 "WHAT'S NEW" — The 1953 folders showing the Porter-Ferguson line of profitable power tools for body shop operations. H. K. Porter, Inc., 74 Foley St., Somerville 43, Mass.

195 CATALOG — presenting the entire Yankee line of lamps, mirrors, and

specialties in twelve pages. Each item is illustrated and given in condensed form. Items are classified for quick reference. Catalog is Kalamazoo punched for filing. A separate page is devoted to a description of the various points of sale aids. Yankee Metal Products Corporation, Norwalk, Connecticut.

197 SPARK PLUGS — Condensed four page specification folder for passenger cars, including 1951 models. "Plug Check" Indicator and Data Book also available. This service tool is designed to assist service men in diagnosing spark plug head range problems. The Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut Sts., Toledo 1, Ohio.

198 KWIK-WAY "CHAMPION" — Literature showing the Kwik-Way "Champion" valve surfacing machine. Has automatic starting and stopping. Refaces 15° valves as easily as 30° and 45°. Cedar Rapids Engineering Co., 913 17th Street, Cedar Rapids, Iowa.

199 PERMATEX ENTRY BLANKS — for the monthly prices and suggestions on the use of Form-A Gasket. See Permatex ad on page 1 for details and use SAE reader service coupon for entry blanks. Permatex Company, 1730 Avenue Y, Brooklyn, N. Y.

201 QUESTIONS & ANSWERS — A 20 page booklet written in question and answer form, discussing the use and profit making possibilities of Pyroil. Provides the answers to the Motorists questions, Pyroil Co., LaCrosse, Wisconsin.

205 SERCO — Colorful literature outlining the complete SERCO line of automotive chemicals. It includes RUSCO the reconditioner for old anti-freeze, SERCO — for cracked cylinder heads, SHAMO — greaseless, complete auto cleaner requiring no wiping, LUBRO — the water pump lubricant and rust inhibitor. Also many others. Service Supply Co., 1115 Seventh St., Denver, Colo.

206 HASTINGS — replacement catalogs showing exchange numbers for carburetors, generators, starters, field coils, distributors, fuel pumps and the entire line of Hastings' rebuilt parts for passenger cars and trucks. The Hastings Co., King, N. C.

208 GMC TRUCK & COACH TOOLS — Catalog No. 83 contains illustrations, specifications, and price of complete line of tools essential for specialized operations on General Motors Trucks and Coaches. Hydraulic Model 90 & 91, Hydraulic Drive Type V, Mechanical (Sleeper) Transmissions, as well as on body, axles, and wheels. Bacharach Industrial Instrument Company, 7301 Penn Avenue, Pittsburgh 8, Pa.

210 COLUMBUS LUXURY-RIDE SHOCK ABSORBER CATALOG AND WALL CHART — Let us alphabetical car listing and factory-recommended installation information featured in 12-page catalog with cross reference wall chart. Hockethorn Mfg. & Supply Co., Littleton, Colo.

211 UNIVERSAL NOZZLE AND INJECTOR TEST STAND — Leaflet 648 describes compact, easy-to-operate test stand which comprises all equipment re-

quired for testing nozzles and injectors of Diesel engines up to 85 h.p. per cylinder, including OM Series 71 and Model 8-110 injectors, Cummins injectors for Engine Models A, H, and M, American Bosch, B, S, and T Nozzles, and Bendix-Synthia, Caterpillar, Deere and International Harvester injectors. Bacharach Industrial Instrument Company, 7301 Penn Avenue, Pittsburgh 8, Pa.

212 IMPORTANT brake lining facts contained in the "Silver Line" folder, "What's Going To Influence Your Choice of Brake Lining?" Write today. United States Spring & Bumper Co., Box 2479, Terminal Annex, Los Angeles, Calif.

257 RUBBER PRODUCTS — A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Anchor Rubber Products, Inc., 1735 London Road, Cleveland 13, Ohio.

262 OIL FILTER MERCHANDISER — These Extra Dollars and how to get them in oil filter services sales. All the facts on new Wix auto tools . . . The Cabinet Merchandiser and Wix Division. Wix Accessories Corp., Gastonia, N. C.

267 AUTOMOTIVE BEARINGS — Catalog 80-CH — a 68 page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., 540 S. Mills Street, New Castle, Pa.

270 COOLING SYSTEMS, WHAT YOU SHOULD KNOW ABOUT THEM — 16 pages, concisely written and clearly illustrated with diagrams and pictures. Tells you everything you need to know about the mechanics of cooling systems, helps build a better cooling system service. Warner-Patterson Co., 930 S. Michigan Ave., Chicago 8, Ill.

283 FACTS ABOUT IGNITION COILS — Learn what characteristics of a coil are needed for top motor performance, the significance of coil polarity, why an engine sputters at low speeds and many other tips on ignition service. Seblin Mfg. Co., 343 East St., New Haven 8, Conn.

309 OIL FILTER & REFILL RAPID REFERENCE CATALOG — has easy-to-use Replacement Chart which alphabetically lists makes of cars and cross indexes makes of filters for cars, trucks, buses and tractors. Illustrated and describes Champ Multi-Screen and Standard Refill, plus retailer promotional help. Champion Laboratories, Inc., Catalog Dept., 123 Charles St., Meriden, Conn.

314 WAGNER BRAKE PARTS CATALOG — A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as ColMAX bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6386 Plymouth Avenue, St. Louis 14, Missouri.

315 BETTER IGNITION by Delco-Remy — 10-page, 6 1/2 x 11 inch booklet

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FIRST CLASS PERMIT NO. 522, SEC. 347, P. L. & S., ATLANTA, GA.

SOUTHERN AUTOMOTIVE JOURNAL

806 Peachtree St., N. E.

Atlanta 5, Ga.

21 HOW TO PREVENT PREMATURE BRAKE BLOCK FAILURE—A non-technical 16 page booklet describing the 5 ways of maximum brake block life. Contains excellent charts showing every type of usage with cause and correction for each. **Italy Mfg. Co., Paulding, Ohio.**

Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is furnished.

New PRODUCTS AND CATALOGS

950—Lube Cabinet

A two-pump portable cabinet for lubrication, designed especially for use in single-lift shops, has been announced by Grover Smith Manufacturing Corp., 850 East Valley Blvd., San Gabriel, Calif.

Extra-long extension hoses are said to easily reach every lubrication point without moving the cabinet



from its position beside the lift. Hand guns, oilers, wiping rags and tools are within close reach. The cabinet has room for a one-quarter drum of chassis lubricant and one of 90-weight gear oil. A utility gun and a suction-flush gun are included and a water-pump gun can be supplied.

Want more info? Use coupon on page 138 and you will get it!

951—Sand and Air Gun

A sand blast, liquid and air cleaning gun has been introduced by C. A. Roesch & Co., 1221 S. Hope Street, Los Angeles 15, Calif.

It is reportedly highly efficient for cleaning small parts and surfaces. It operates on air pressures of 75 lbs. and up. Among the suggested uses are: Cleaning spark plugs, removing paint and rust, removing carbon, cleaning welds, cleaning radiators and cleaning corroded parts.

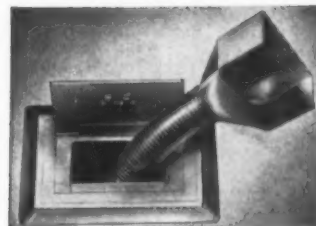
Want more info? Use coupon on page 138 and you will get it!

952—Exhaust System

A mechanism that automatically closes the door of the floor fixture in its line of underfloor carbon-monoxide exhaust systems is now avail-

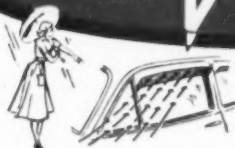
able from Car-Mon Products Co. 4554 N. Broadway, Chicago 40, Ill.

When the exhaust tube is retracted into the floor receptacle, a self-act-



ing trip closes the floor panel. This reduces the danger of tripping or falling, breaking or bruising tires and accidental smashing of the open doors.

Want more info? Use coupon on page 138 and you will get it!



Fresh air when it rains

Come cloudburst or blizzard, Ventshades allow windows to be lowered 2 or 3 inches. Weather stays out, but fresh air circulates through car.



Less fogging of glass

Because Ventshades ventilate the car naturally, they practically eliminate the condensation of moisture on windows and windshield.



A cooler car when parked

In hot weather windows can be left lowered a little when car is parked. Ventshades protect against showers and circulating air keeps car cooler.



Added beauty for the car

Ventshades are as beautiful as they are practical, adding a touch of streamlined smartness to any car. They look like a built in feature.

Contact your Ventshade wholesaler or write direct for complete information.



AUTO VENTSHADE COMPANY • CHAMBLEE, GEORGIA

IN ATLANTA'S FINEST INDUSTRIAL SUB: "4"

PROVEN BEST BY TEST

Go-Jo

The Original Waterless
HANDCLEANER
that rinses OFF

USERS SAY: **GO-JO REMOVES GREASE AND GRIME AMAZINGLY FAST!**



50% more cleansing effectiveness! Scientifically formulated Go-Jo contains no abrasives or harsh alkalis. Soothing lanolin guards against dermatitis . . . keeps skin healthy!

THE Sensational New Go-Jo DISPENSER

HAS AUTOMATIC "One-Shot" dispensing efficiency



- Low priced
- Precision engineered
- Extra large capacity
- Throw-away container

Write for details, price list

GOJER, INC.

Box 991
Akron, Ohio

953—Tire Conditioner

A tire-conditioning machine which reportedly removes scientifically all high spots on the tread of the tire, making it perfectly round, has been announced by Mabco, Inc., 2203 Mission Street, Santa Cruz, Calif.

It does not affect the wearing tread of the tire but only the excess rubber



is trued off, the manufacturer stated. The firm recommends that before tires are conditioned, new ones be driven 1,500 miles and recaps 500 miles. After this trial break-in period, tires which are trued and balanced do not warp and will remain round and balanced, it was said.

Want more info? Use coupon on page 138 and you will get it!

954—Tool Catalog

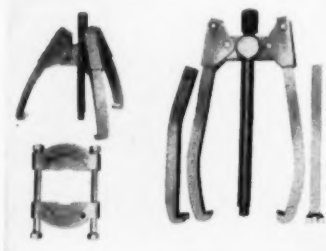
A 40-page catalog on its line of portable electric power tools has been issued by Thor Power Tool Co., Aurora, Ill. It illustrates and describes such items as grinders, drills, screwdrivers, impact wrenches, sanders, polishers, air hammers and tappers. Accessories and attachments are shown also.

Want more info? Use coupon on page 138 and you will get it!

955—Gear Pullers

A line of gear and wheel pullers for cars, trucks, tractors and other equipment has been introduced by J. H. Williams & Co., 400 Vulcan St., Buffalo 7, N. Y.

Jaw clips are self-adjusting. Two- and three-jaw styles, in many sizes,



are available with changeable jaws to extend the range of use. Several styles of "all-purpose" and slide-hammer pullers are equipped with a number of attachments, making it possible to assemble just the right puller for the job.

Want more info? Use coupon on page 138 and you will get it!

956—Timing Light

A power timing light that operates on both six- and 12-volt circuits is now available from Auto-Test, Inc., 600 S. Michigan Ave., Chicago 5, Ill. Model ATL-50, as it is identified, contains a built-in voltage selector



that is said to adjust itself automatically to battery input. It permits high-speed testing of engines up to 2,500 rpm without affecting engine operation, the manufacturer said. The light has a neoprene case and a pistol-grip design.

Want more info? Use coupon on page 138 and you will get it!

957—Radiator Hose

Flexible radiator hose for all straight and curved upper and lower hose coverage for 99 per cent of all passenger cars built since 1936, and many light trucks, is the newest development of the H. B. Egan Mfg. Co., Muskogee, Okla.

Anti-freeze solutions or radiator chemicals can not damage the scientifically-compounded Camel flexible hose with its "resistant lining," the manufacturer said. Wire-spiral construction permits coolants to flow freely regardless of hose position or shape.

Want more info? Use coupon on page 138 and you will get it!

958—Muffler Catalog

An illustrated catalog on its line of mufflers, pipes, clamps and brackets has been issued by The AP Parts Corp., AP Building, Toledo 1, Ohio. It contains application listings for passenger cars, trucks and tractors as well as numerical listings.

Want more info? Use coupon on page 138 and you will get it!



Paul B. Means
Greensboro, N. C.
says . . .

IT'S YOUR BUSINESS

. . . or is it?

SEE PAGES 102 and 103

don't miss **NOVEMBER!**

In November, SOUTHERN AUTOMOTIVE JOURNAL will publish a highly significant feature issue devoted to descriptions of the value of the JOBBER in all phases of automotive work.

This issue will encourage the retailer to use the services—time-saving and profit-building—that are available from the jobber. Southern automotive men of long, successful experience are contributing their full support

to this issue. It will remind the Southern and Southwestern automotive industry—the car dealers, garages, fleets independent service stations and manufacturers, of the essential services the jobber is performing.

Here are some November highlights . . .

- 1. Alabamian tells: What the jobber means to the car dealer, garageman, fleet operator and super-service station. (Citing examples of how jobber has aided his customers.)**
- 2. North Carolina Wholesaler—The Jobber, Test Tube of the Industry. (After new items prove to be wanted by car owners, often they become original equipment, etc. Meanwhile jobber has been carrying heavy inventory to meet whatever demands might be made, etc.)**

. . . Plus six other features and all regular departments! And, so that readers will be kept abreast of latest product developments as well as merchandising trends, an enlarged "New Product Section" will be an important part of this special issue.

This Annual Issue will reach the trade of the South and Southwest at a most opportune time—at the beginning of the heavy winter season—and just before the jobbers

leave for the ASI Conference in Chicago to talk over lines and plans for 1954.

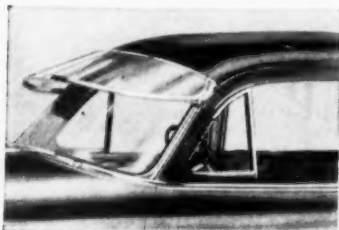
The November issue is vitally important to readers and advertisers alike . . . readers so they can keep informed on latest developments in the industry . . . advertisers so they can make sure all segments of the market are fully aware of the features and values in their products.

No one . . . BUT . . . NO ONE should miss an opportunity to cash in on this outstanding issue. Forms close October 19.

SOUTHERN AUTOMOTIVE JOURNAL
806 Peachtree St., N.E.
Atlanta, Georgia

959—Plastic Visor

A contoured, transparent, plastic visor, conforming to the newest 1953 body contour design, has been announced by Chicago Precision Ma-



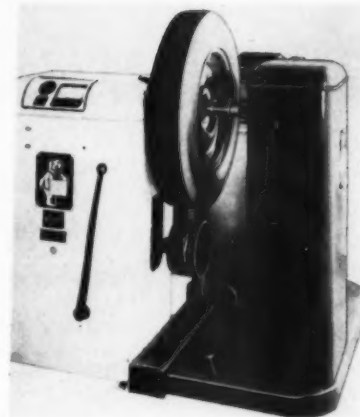
chine Co., 919 N. Michigan Avenue, Chicago 11, Ill. One model is said to fit all 1953 cars, as well as older models. Visor is 11" wide at center and comes in green and blue-green.

Want more info? Use coupon on page 138 and you will get it!

960—Balancing Machine

A precision truing and balancing machine, the Balantru, has been announced by Bear Mfg. Co., Rock Island, Ill.

The machine permits the operator to mount the wheel and drum or wheel alone and then true the tire and balance the wheel assembly without having to dismount the unit,



the manufacturer reported. Entire operation on an average wheel reportedly takes only a few minutes.

Want more info? Use coupon on page 138 and you will get it!

961—Liquid Soap

A liquid hand soap, said to give efficient cleaning and leave skin soft and smooth, has been added to the line of Cecil H. Jarrett Co., Inc., P. O. Box 69, Newton, N. C. The coconut-oil soap is packaged in gallon jugs.

Want more info? Use coupon on page 138 and you will get it!

962—Brake-Fluid Dispenser

A plastic brake-fluid dispenser with no working parts, reportedly making it simple and easy to use without dripping or waste, has been distributed by United Motors Service Division of General Motors Corp.

It holds a quart of fluid and has a 30-inch clear-plastic, flexible hose attached to a leak-proof top, assuring the mechanic easy access to the most difficult brake-cylinder positions.

Want more info? Use coupon on page 138 and you will get it!

963—Car-Wash Detergent

A highly-concentrated detergent, called "Weaver-Gloss," has been announced by the Weaver Mfg. Co., 2166 S. Ninth Street, Springfield, Ill.

It was especially developed for use with the new Weaver automatic car washer. One gallon makes five gallons of solution.

The manufacturer stated that the detergent is chemically pure, non-abrasive, non-corrosive, and contains an ingredient which cleans and brightens surfaces. It reportedly cleans and protects wax surfaces and dries without streaking. It is also recommended for removing bugs, tree sap, grease and oil spots and for cleaning white sidewall tires.

Want more info? Use coupon on page 138 and you will get it!

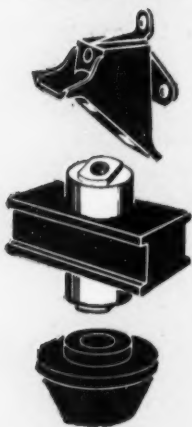


DON'T BE FOOLED



Motor Mounts Can Cause You Trouble

if not replaced on time!



Most mechanics have learned that it doesn't pay to fool around with faulty motor mounts. They know that mounts can cause clutch chatter, motor misalignment and excessive vibration. The smart mechanic can spot the trouble blindfolded. The only safe engine mounting is one that is in perfect condition—one that performs the job for which it was intended with 100% efficiency. Anything less than a perfect motor mount may mean serious trouble.

Install **Armer-Flex Motor Mounts**. They're made of strong, pliable rubber permanently bonded to brass-plated metals.

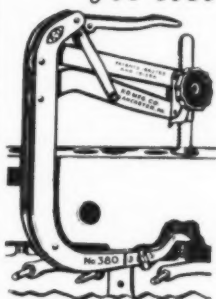
Doan MANUFACTURING CORP.
1761 LONDON ROAD • CLEVELAND 12, OHIO



Mechanics like **K-D TOOLS** (They make hard jobs easy)

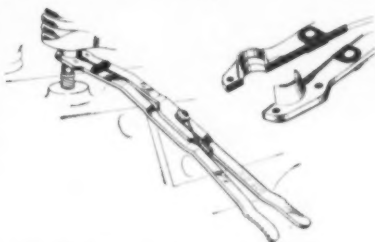


*"Best all around valve tool
I've ever used"*



K-D 380 Valve Spring Compressor...for L-heads, valve-in-heads, old or new! Services "Rocket" engines, also new Ford overhead V-8's. Sturdy, safe, fast and dependable!

"fast, slick, Keeper Insertor"



K-D 608, for the one size split keeper used on most modern engines. Slim for Chrysler-built, thin for Fords. Self supporting, easy loading.

"Short....."



and sweet"
K-D 700 Valve Spring Lifter. Only 8" long for hard-to-get-at valves. For most L-heads.

*"Makes a profit....
.... on every job"*



K-D 600 Lifter. Scissors type for speed. Old favorite on L-heads. Parallel opening jaws. Ratchet lock.

*"no equal on **BIG** jobs"*



K-D 325 Compressor—for big truck, bus, tractor. L- or overhead! Safe, sure.

*"makes the job easy—
and how!"*



K-D 430 Door Handle Spring Remover—for horseshoe springs on interior handles of GM cars, late Ford-built.

"cuts around corners"



K-D 99 Hacksaw spans obstructions, projections with short blade installed. Sturdy with comfortable grip. One 3", one 12" blade incl.



Free: Famous K-D Valve Service Manual No. 253 for all Ford-built engines. Complete procedure, fully illus.

K-D TOOLS

K-D MFG. CO., LANCASTER, PA.

NITRO-STAN PUTTY



Best spotting
and glazing
putties available—
Outsells All Others!

7 Reasons
Shop-owners Prefer

NITRO-STAN PUTTY

- Goes on easily, smoothly, with a squeegee
- Dries fast and hard, yet gives excellent flexibility
- Does not shrink or crack
- Can be easily and quickly sanded to a feather edge, back-knifed for the toughest job
- Solid filling for perfect adhesion to give the proper 'base' for a class refinishing job
- Gives you exceptional performance at a greater profit
- Is the finest putty available for refinishing today!

NITRO-STAN PUTTY

GIVES YOU

**MORE PROFIT!
GREATER QUALITY!
TESTED VALUE!**

GET NITRO-STAN PUTTY

In Convenient 1 lb. tubes, quarts, gallons

GREY—#9000

RED—#9001

WHITE—#9002

SEE YOUR JOBBER—
ORDER **NITRO-STAN** TODAY!

Some territories still open—
Jobber Inquiries Invited

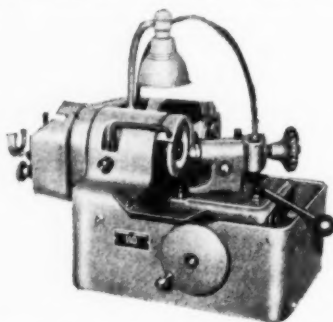
STANDARD COATING CORP.

461 BROAD AVE.
RIDGEFIELD, NEW JERSEY

964—Valve Refacer

A wet valve refacer, featuring tables constructed with V-ways so there is automatic take-up for wear, has been introduced by K. O. Lee Co., Congress at First, Aberdeen, S. D.

Model K500 grinds wet or dry and is equipped with a 5" grinding wheel. Valve face angle range is from 0 to 90° with positive-stop feature and



minus one degree setting. There is one valve to feed coolant to either grinding wheel. Valve-stem capacity is 9/32" to 9/16" with standard collet and can be increased for a range of 7/32" to 11/16" with extra collets. Standard equipment includes a diamond dresser and micrometer butt grinding attachment assembly.

Want more info? Use coupon on page 138 and you will get it!

965—Tire Lathe

A tire truing lathe, designed to true out-of-round and eccentric tires, has been introduced by Jibo Tool Co., 141 N. Mead St., Wichita, Kan.

The trimmer operates automatically or manually, both forward and reverse. It has two motors, one to drive the wheel and another to operate the trimmer. It trims both old and new tires, removes tread for recapping and leaves casings true and round. Old tires can be regrooved. Different cutters, which can be changed easily, are provided for different types of work. The lathe will handle tires up to and including 8.25 by 20".

Want more info? Use coupon on page 138 and you will get it!

966—Cigaret Lighter

An automatic cigaret lighter that plugs into existing lighter sockets and delivers a lighted cigaret to motorists has been placed on the market by Seaboard Steel & Plastic Corp., 548 West 53rd St., New York 19, N. Y.

To operate, the driver inserts the end of a cigaret into a hole at the top of the lighter and presses a button on the outer end of the lighter. When it clicks, the lighted cigaret can be removed. Since the heated part of the lighter is not exposed, the driver can safely reach over to insert or remove cigaret without taking his eyes from the road. The lighter is of black bakelite.

Want more info? Use coupon on page 138 and you will get it!

967—Back-Up Lamps

Housed in simulated dual-exhaust pipes, Twin Jet back-up lamps have been announced by Sparton Automotive Division of The Sparks-Withington Co., Jackson, Mich.

The twin pipes attach easily to rear deck of any car. Chrome-finished, the housings blend with the car's standard brightwork.

Want more info? Use coupon on page 138 and you will get it!

968—Trailer Connector Adapter

A series of four trailer connector adapters to take care of all trucks and trailers wired to standard coding has been announced by Cole-Hersee Co., 20 Old Colony Avenue, Boston 27, Mass. They are reportedly specially designed to save time and trouble involved in makeshift jumpers or the tracing of electrical circuits.

Want more info? Use coupon on page 138 and you will get it!



Mac McGruder
Atlanta, Ga.
says . . .

IT'S YOUR BUSINESS

. . . or is it?

SEE PAGES 102 and 103

for
NEW TIRE SPARKLE



GET AUTO CHEM'S LIQUID OR PASTE WHITEWALL CLEANER.

The whitest white the quickest. Peak performance at an economical cost. We feature a full line of cleaners including:

- Black Tire Dressing,
- Car Washes, Powdered and Liquid
- Motor and Carburetor Cleaners
- and other items necessary for maintenance.

AUTO CHEM LABORATORIES

BOX 136

DECATUR, GEORGIA

New Westinghouse Campaign

SELLS YOU AS SAFETY CHECK HEADQUARTERS



In every town, your town, people will come to know this new SAFETY CHECK Emblem. They'll go to the dealer that displays it because they'll want Safety Check service.

The emblem pledges you to endeavor to check windshield wipers, battery, all lights, tires and brakes on every car left for service. Checks you now do as a courtesy. This new campaign sells you as Safety Check Headquarters. Tie-in and profit.

FREE Promotion Kit brings in business and identifies You as SAFETY CHECK Headquarters. It contains:



Auto Bulb Guide Chart



11" x 14" Counter Card



30" x 13" Transparent Streamer



Safety Pledge Certificate suitable for framing

**Plus—
Order Form
You Use To Get:**



8" Safety Check Emblem (choice of Decal or Paper Sticker)



Newspaper Mats



Safety Check car door frame stickers



Snap-on Safety Check List Tags



Direct Mail Post Cards with or without dealer imprint

You will also obtain a Poncho in every display kit when you pay 60¢ for the kit. Made of durable plastic in a bright yellow, with the Safety Check Emblem on the back, it will last a long, long time.



...and Betty Furness on "Westinghouse STUDIO ONE", seen over 57 CBS-TV stations, will tell motorists to look for your Safety Check Emblem. ... also tune in Westinghouse Pro Football, starting October 3rd.



**YOU CAN BE SURE...IF IT'S
Westinghouse**

MAIL THIS COUPON TODAY FOR YOUR FREE DISPLAY KIT

Westinghouse Lamp Division, Dept. BA-9
Bloomfield, New Jersey
Without cost or obligation please send me the FREE Safety Check display kit.

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

☐ Please send.....Display Kits with Ponchos at 60¢ each.
Enclosed find ☐ check or ☐ money order to cover cost of kit with Ponchos.

969—Emulsion Undercoater

An emulsion automotive undercoating, reportedly outstanding for its protection against fire and explosion, has been marketed by The Philip Carey Mfg. Co., Cincinnati 15, Ohio.

It will answer restrictions in some parts of the country where there are rules against the use of solvent-type undercoating because of fire and explosion hazards, it was said. It has no odor, has excellent adhesion properties and will spray on easily, the manufacturer reported.

Want more info? Use coupon on page 138 and you will get it!

970—Gap Gauge

A gap gauge with a four-power glass magnifier and two wrenches for adjusting all types of side electrodes of spark plugs has been announced by



Spark Plug Division, The Electric Auto-Lite Co., Champlain St., Toledo 1, Ohio.

All popular gap setting gauges are included, the manufacturer said. The gauge is of plastic for lightness and durability.

Want more info? Use coupon on page 138 and you will get it!

971—TBA Manual

A 40-page manual that gives replacement data on tires, batteries and accessories for passenger cars and light trucks, 1938 through 1953, has been issued by The B. F. Goodrich Co., 500 S. Main St., Akron, Ohio.

It gives specifications and parts numbers on tires, sizes and pressures, tire chains, fan and generator belts, radiator hose, thermostats, radiator and gas caps, floor mats, batteries, ground cables, starter cables, spark plugs, fuses and lamp bulb filter elements and kits, and cooling-system capacities. It is thumb-indexed and cross-referenced for easy use.

Want more info? Use coupon on page 138 and you will get it!

972—Air Screwdrivers

A series of 24 air-operated, reversible screwdrivers and nut setters has been added to the line of Thor Power Tool Co., Aurora, Ill.

Reversible motors permit removing



threaded fasteners as well as applying them and speed inspection, service and repair operations. Four basic speeds are available, ranging from 475 rpm to 2,000 rpm. Slip clutches or positive clutches are available. The option of pistol-type throttle or lever throttle is also offered. The units are said to weigh 2 lbs.

Want more info? Use coupon on page 138 and you will get it!

973—Electronic Balancer

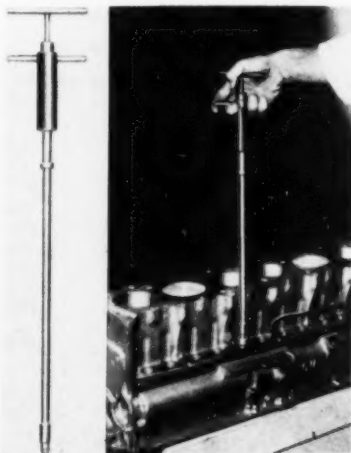
A Stewart-Warner electronic balancer for crankshafts, flywheels, clutches and other rotating parts has been announced by Merrill Engineering Laboratories, 1240 Lincoln, Denver 3, Colo.

Length range is 4½" to 55" between bearing surfaces. The unit will handle work ½" to 44" in diameter and weighing ½ lb. to 1,000 lbs. Knob controls permit balancing at different sensitivities. The part being balanced is brought above resonant speed and allowed to coast freely through the balancing zone so readings are not affected by drive belts or other contacts that might cause inaccuracies. Because of its range and sensitivity, the balancer is said to be especially helpful in speed shops and custom shops, as well as for conventional engine rebuilding.

Want more info? Use coupon on page 138 and you will get it!

974—Valve-Lifter Remover

The job of removing hydraulic valve lifters from Buicks and Chevrolets can now be done in a matter of minutes by the "Quick Lift," according to the manufacturer, I. R. Athearn



Mfg. Co., 11929 S. Western Avenue, Los Angeles, Calif.

This \$12.95 two-pound tool was said to have been tested by a group of Southern California mechanics and garage owners prior to its release for general use. The firm has announced it would provide the tool for a ten-day free-trial inspection basis.

Want more info? Use coupon on page 138 and you will get it!

975—Tool Stand

The "Tool-Along" rolling tool stand, which is big enough to take the essentials for body and fender repairs right to the car, is now available from H. K. Porter, Inc., Somerville, Mass.

The stand provides room for an orderly arrangement of power tools,



attachments and hand tools, with special racks for hammers and pick tools. The drawer can be locked to protect precision tools, such as gauges and micrometers. The unit is finished in enamel and rolls easily on casters.

Want more info? Use coupon on page 138 and you will get it!

976—Infra-Red Oven

A tunnel of DriQuik infra-red panels that is said to bake a complete car in 15 minutes has been added to the line of Dry Clime Lamp Corp., Greensburg, Ind.

Individual panels may be rolled away to be used individually or in smaller groups for spot painting. The tunnel, which uses ceramic-type generators with no bulbs, is available in Model 16 for cars and Model 17 for trucks.

Want more info? Use coupon on page 138 and you will get it!

977—Battery Charger

A lightweight portable charger for both 6- and 12-volt batteries is now available from Marquette Manufacturing Co., 307 E. Hennepin Ave., Minneapolis, Minn.

Model 207 selenium-plate "Slo-Fast" charger provides fast, slow and trickle charges to both 6- and 12-volt batteries. It weighs 15½ lbs., making it easy to handle and move around.

Want more info? Use coupon on page 138 and you will get it!

MARVEL keeps

NEW CARS NEW LONGER...

USED CARS IN USE LONGER...



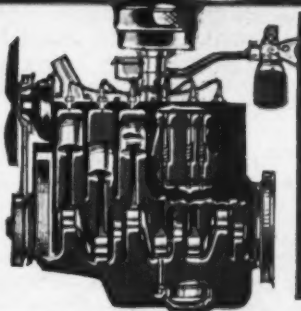
Profit-minded dealers and repair shops know the best advice they can give a customer is to suggest Marvel in the crankcase and gas tank.

Whether he has a new car or used car, it's advice a driver can *hear* in the hum of his motor... *feel* in the smooth, powerful thrust of his car.

For Marvel really registers — in the increased mileage a man gets out of his car per gallon . . . in the lower service charges he shells out at inspection intervals.

Moral: There are times when talk pays off in repeat business. These are the times you talk up Marvel Lubrication Service.

**FOR MORE PROFITS —
PUSH MARVEL MYSTERY OIL
AND THE MARVEL INVERSE OILER**



Marvel in the crankcase lays a strong, heat-resistant film of oil on all moving parts . . . eliminates hydraulic valve clatter . . . provides ring seal . . . cleans, cools and protects bearings and vital upper cylinder regions. The car runs for many more engine miles per dollar.

Install a Marvel Inverse Oiler for direct lubrication to the heart of the engine. Feeds in direct proportion to horsepower curve through inverse ratio to manifold vacuum. No other oiler works on this principle! Fully adjustable. Easy to install. Fully guaranteed.

Your jobber can supply you, or write:
EMEROL MANUFACTURING CO., INC.
Dept. 169, 242 W. 69th St., New York 23, N. Y.



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IRVING FERTEL.....Southeastern States
MAX POLANSKY.....Southeastern States
L. ROY JOHNSON & SON.....Michigan

PETROLEUM CHEMICALS CO.
OHIOVILLE, OHIO

978—Tool Assortments

Several Porto-Power assortments for both body and mechanical work have been announced by Blackhawk Manufacturing Co., Milwaukee 46, Wis.

No. AZ-10 Super Bantam (illustrated) includes a push ram, pull ram,



spreader and attachments to do general sheet-metal repair. Metal stand wheels the tools right to the job.

FZ-11 is an assortment of 10-ton equipment especially selected for mechanical work.

The FZ-12 general purpose kit includes four rams in capacities of 4, 7, 10 and 20 tons, plus attachments for heavy jobs throughout automotive, truck and tractor service.

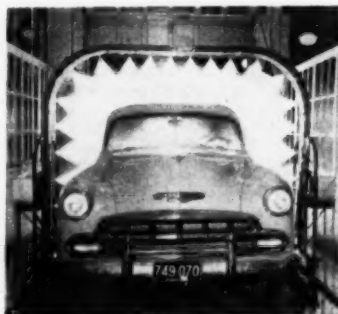
Want more info? Use coupon on page 138 and you will get it!

979—Car Washer

A car washer that operates from city water supply pressure in most cases and requires no anchoring to shop floor has been placed on the market by Challis and Dorman, 9205 Baltimore Blvd., College Park, Md.

The washer rolls from end to end during the cleaning operations with a slight push or pull and can be stopped at any desired position. Tracks are inverted angle irons. Detergent tanks on both sides of the machine allow the operator to mitt body sections quickly. An auxiliary hose with pressure spray nozzle is provided on each side to help clean wheels and hard-to-reach places. In locations where city water pressure is less than 35 lbs., a booster pump can be used.

The unit will handle cars and



panel trucks. It reportedly can be installed in about an hour. Tracks are available in 20' and 22' lengths to fit stall.

Want more info? Use coupon on page 138 and you will get it!

980—Stall Warning

A dual-control device that provides automatic starter operation and also flashes a dash-mounted signal light when the motor stalls or is running inefficiently is now being produced by Gyro Control Co., Inc., 9244 West Olympic Blvd., Beverly Hills, Calif.

One model is said to fit all cars, regardless of transmission type. It consists of a vacuum-operated switch connected to the intake manifold that activates a red dash light when loss of vacuum indicates poor operating efficiency and that also automatically energizes the starter solenoid if the motor stalls. As a safety feature, the restarting circuit remains inoperative until transmission is put in neutral.

Want more info? Use coupon on page 138 and you will get it!



Frank Russell
Dallas, Texas
says . . .

IT'S YOUR BUSINESS

. . . or is it?

SEE PAGES 102 and 103

**SPEED SPORT
EQUIPMENT**

**Jobbers! Here is Your
NEW BIG PROFIT LINE!**



★ **HI-COMPRESSION HEADS**
★ **DUAL INTAKE MANIFOLD**
ALUMINUM VALVE COVERS, AIR CLEANERS, etc. and other Hi Performance Equipment.

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SPEED SPORT EQUIPMENT

4844 Milwaukee Ave., Chicago 26, Ill.

981—Steam Cleaner

The "JO" Hypressure Jenny steam cleaner, featuring 16" by 4" rubber-tired wheels for easy movement and nozzle controls for added convenience, has been added to the line of Hypressure Jenny Division, Homestead Valve Manufacturing Co., Coraopolis, Pa.

Only three simple steps are necessary to start or stop the unit. From a cold start, a full-powered blast is delivered at the cleaning gun in less than 90 seconds, the manufacturer said. Controlled high pressures, the right amount of water and a wide choice of concentration of cleaning solutions are said to make the unit adaptable for many cleaning jobs.

Want more info? Use coupon on page 138 and you will get it!

982—Pick-Up Wrecker

The Junior wrecker, designed to be mounted on a ½-ton truck and to speed many everyday jobs, has been announced by The Ernest Holmes Co., 2505 E. 43rd St., Chattanooga, Tenn.

The unit has a capacity of three tons, which is ample for handling the average passenger car and for a wide



variety of service calls. It is especially adaptable for work in congested areas. The wrecker can be installed on any make of truck, the manufacturer said, using the pick-up body that comes with truck. It has two-speed operation with controls on either side for extra convenience.

Want more info? Use coupon on page 138 and you will get it!

983—Grease Gun

A grease gun that uses a sealed unit of compressed air for power without the need for air or electrical connections has been placed on the market by National Sales, Inc., 812 N. Main, Wichita, Kan.

A few downward strokes on the cushioned air chamber are said to give sufficient pressure. The pump will hold from 10 to 16 ozs. of grease, depending on weight of grease. It is especially recommended by the manufacturer for small shops and as auxiliary equipment in shops with air-operated units. The unit is portable.

Want more info? Use coupon on page 138 and you will get it!

984—Door Panel

An E-Zee-On panel for 1953 Pontiacs, with die-pierced holes for door locks and door handles and with

flanges already formed, has been added to the line of Graver Industries, Inc., P. O. Box 4027, Cleveland 23, Ohio.

Want more info? Use coupon on page 138 and you will get it!

985—Plug Extension

A device that fits over spark plugs equipped with rubber caps, designed to make testing easier and to prevent puncturing rubber to make the contact, has been introduced by May Brothers Manufacturing Co., P. O. Box 304, Lansing, Mich. It is also useful in timing and tuning motors, the manufacturer said.

Want more info? Use coupon on page 138 and you will get it!

986—Automatic Dimmer

The Techtronic Eye, an automatic headlight dimmer for installation on cars, has been placed on the market by Techniflex Corp., Port Jervis, N. Y.

The photo-eye component is targeted in the direction of oncoming traffic and the device is set to dim lights at recommended distance, the manufacturer said. Provision is made to hook the dimmer into the standard lighting circuit so driver can control lights with foot switch at any time he wishes. The dimmer parts are color-coded for easier installation and complete instructions are included in the package.

Want more info? Use coupon on page 138 and you will get it!

all the world loves a winner

the new champion
OF OIL MEASURING AND DISPENSING

ACTION
Enjoy the new positive action valve release on all new Huffman oil dispensers.

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For a generation Huffman has proved the best by blending the tops in material and engineering.

GET IN THE SWING

Write for catalog and prices of all Huffman Service Station Equipment . . . measures, dispensers, drains . . . naming your jobber.

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MANUFACTURING COMPANY DELPHOS, OHIO

GOT A GOOD \$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.



Lubricating Generator On Recent Lincolns

ON THE 1952-53 Lincolns, the generator is swung "upside down" near the bottom of the engine, making it impossible to reach the rear or commutator end bearing for lubrication if an ordinary oil can is used.

For shops where volume does not justify a special oil can, an inexpensive device that will do the job can be made from 2' of 3/16"

brake tubing, bent as shown in sketch. Bevel the bent end as much as possible.

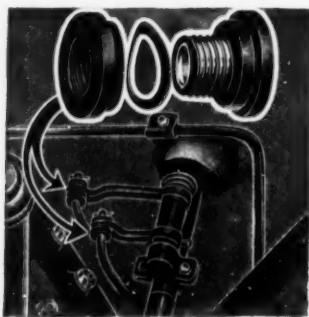
When using this extension, work from the top of the engine and place bent end of tube on ball in spring oiler. Hold ball down with tube while oil is squirted into upper end and allow time for oil to flow from tube into bearing

reservoir. In normal service, it is necessary to lubricate this point every 5,000 miles.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

When Applying Sealer Around Windshield

WHEN sealer is applied around a windshield, it is often difficult to squeeze the sealer out of the tube without getting it over the glass.

Squeeze one end of a short piece of copper tubing flat and almost closed. Place it over the end of the tube for a neater job.—Harvey Muller, Box 6, Danboro, Pennsylvania.



No. 444 Gear Shift Lever Bushing Assortment for all popular makes. Made of fibre to replace standard bushings. Not affected by oil or grease.

No. 945 Door Lock Springs Assortment for all popular cars to late models — color code for quick service. List 15¢ per spring.

No. 404K and **404RK** Speedometer Cable Repair Kits for all cars and trucks. List \$1.50 per cable.

No. 488 Window Channel Shims. Weatherstrips against rain, insulates against cold. List \$1.00 each.

No. 910 Window Anti-Rattlers mounted on display card at List 20¢ each.

No. 949 Standard and Oversize Self-Thread-ing Drain Plugs. List 40¢ to 60¢ each.

CHAMP-ITEMS ARE SPECIAL DESIGNED PARTS

For Every Automotive Service Shop



Yes, Champ-Items have been developed to meet the demand of service men who have requested certain parts to meet a troublesome service need. For nearly a quarter century mechanics have called upon Champ-Items to solve service problems, and that's why they use Champ-Items Trouble Shooters by the millions. In the Champ-Items catalog No. 53, you will find more than 200 parts to help you give faster service. Why not send in your letterhead for a free copy.

ORDER FROM YOUR JOBBER

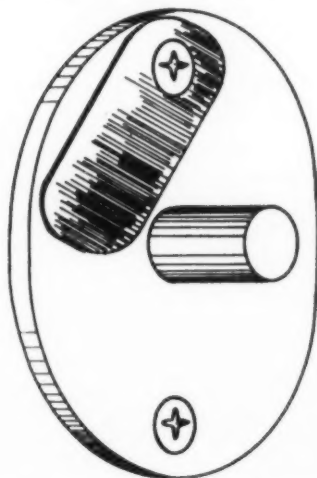
CHAMP-ITEMS, INC.



Cutting Off Dome Light When Doors Are Open

HERE is a simple installation that is useful when you want to leave car doors open without having the dome light burning:

Round a piece of hacksaw blade on both ends. Remove the top screw from the dome-light switch



inside the door. Insert the screw through a hole in one end of the hacksaw blade so blade can be turned. To cut off light, move blade down over switch. For regular operation of the switch, turn hacksaw blade to one side.—Earl Wahl, 400½ East Second Street, Owensboro, Kentucky.

Checking Steering Arm That Has Been Bent

TO CHECK out a questionable steering arm without the use of radius plates, measure the distance between the outer end of the arm and the felloe of the wheel at their nearest points. Compare with a similar steering arm known to be good.

This check can be made with the front end in any position because the clearance is constant. It is often helpful in determining the extent of collision damage.—Thomas J. Leary, Kelly Pontiac, Inc., Baltimore, Maryland.

Making Punch Set For Gaskets

HERE is the way we made a punch set for gaskets:

Select a socket of the desired size and grind the end to a taper, using the grinding stone. Even cracked ones that are sometimes

discarded can be used. A handle can be made to fit the socket.—Shadrach H. Boyer, Delaware City, Delaware.

Correcting Door Action On Chevrolet Heater

ON THE 1953 Chevrolet heater control head, the outside air and the recirculating air cables extend out of the housing 3" to 3½". Sometimes they bend, causing the heater doors to stay in one position.

To correct this, we cut a cable housing about 2" long and slip over cable. This strengthens the cable so it won't bend.—Joe W. Helzer, Fortner Chevrolet Company, Custer City, Oklahoma.

Freeing Throttle Shaft On Recent Mercurys

ON NEW or almost new Mercurys trouble is sometimes experienced in obtaining a proper idle speed. The difficulty usually disappears after months and miles

A large, stylized advertisement for Gabriel Shock Absorbers. At the top, the words "The Pioneer" are written in a large, elegant script font. Below this, a large, detailed image of a shock absorber is shown diagonally. At the bottom right, the word "GABRIEL" is written in a bold, serif font, with "SHOCK ABSORBERS" written below it in a smaller, sans-serif font. The entire advertisement is set against a dark background with a light glow around the shock absorber.

of service but not before the owner has registered more than one complaint.

The trouble may be caused by a binding throttle shaft. Because the shaft is not positively connected to the throttle lever, the former can be on a very fast idle when the latter is in normal idle position. The difference in air pressure at top and bottom of the throttle plates serves to aggravate the binding condition.

The remedy is to remove throttle shaft and with fine sandpaper or

emery cloth polish both shaft and holes in carburetor body until shaft is a very free fit. On reassembly, make sure throttle plates are centered in carburetor body.—*Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*

Correcting Grease Leak In Truck Transmission

ON CHEVROLET panel and pickup trucks the transmission support is attached to the bottom of bell housing with two 5/16"

cap screws. Sometimes a grease leak develops at that point because the screws have worked loose.

We have used this trick for sometime to correct this condition: Replace the two bottom cap screws with longer ones and lock them with nuts on the other side. It has worked for us and made the customer happy.—*Eddie Ondras, Cuenod Motors, Galveston, Texas.*

Removing Oil-Pan Screws From Chevrolet Cars

TO REMOVE and replace crankcase or oil-pan screws on Chevrolet cars, try this make-up tool for a quick and easy job:

Use a 1/2", 3/8"-drive, 12-point socket. Wedge a small piece of steel in center of socket to make screwdriver effect. A hacksaw blade will do for this. Set blade low enough in socket to admit screw head so it will not slide off when using speed handle.

Make spot weld down inside on each lower corner. As an alternative, a good hacksaw blade may saw a slot in the socket and it can be spot-welded on outside.—*C. Kernaghan, 2324 Harris, Independence, Missouri.*

When Installing Springs In Cramped Quarters

SOMETIMES springs are so stiff as to be beyond the range of spring-installing pliers, especially in cramped quarters. This makes installation difficult.

In such cases, force some flat washers between the coils of the spring at intervals of a few spirals until the spring can be hooked in place easily.

Tension is restored by yanking out the washers with pliers.—*Stanley Clark, Box 222, East Bradenton, Florida.*

Making Distributor Gasket For Chrysler Products

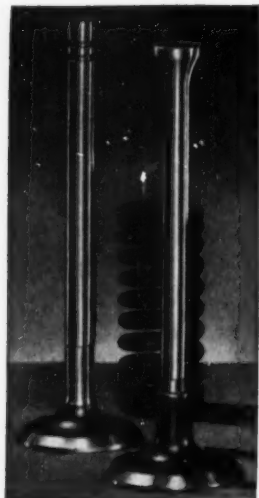
FOR a distributor housing gasket for Chrysler-built cars, use a round Chevrolet cork gasket, Chevrolet part No. 3835246. Bevel one edge of gasket on an emery wheel to match cylinder-block bevel.

If gasket is a fraction too large, grind outside only, as the inside diameter is a perfect fit for the distributor housing.—*Oscar J. F. Jacob, Falks Service Station, Lake Worth, Florida.*

"Nothing but praise FOR MANLEY VALVES"



says S. C. Yeargain, Jr.,
Monroe Warehouse
Co., Memphis, Tenn.
—"from customers."



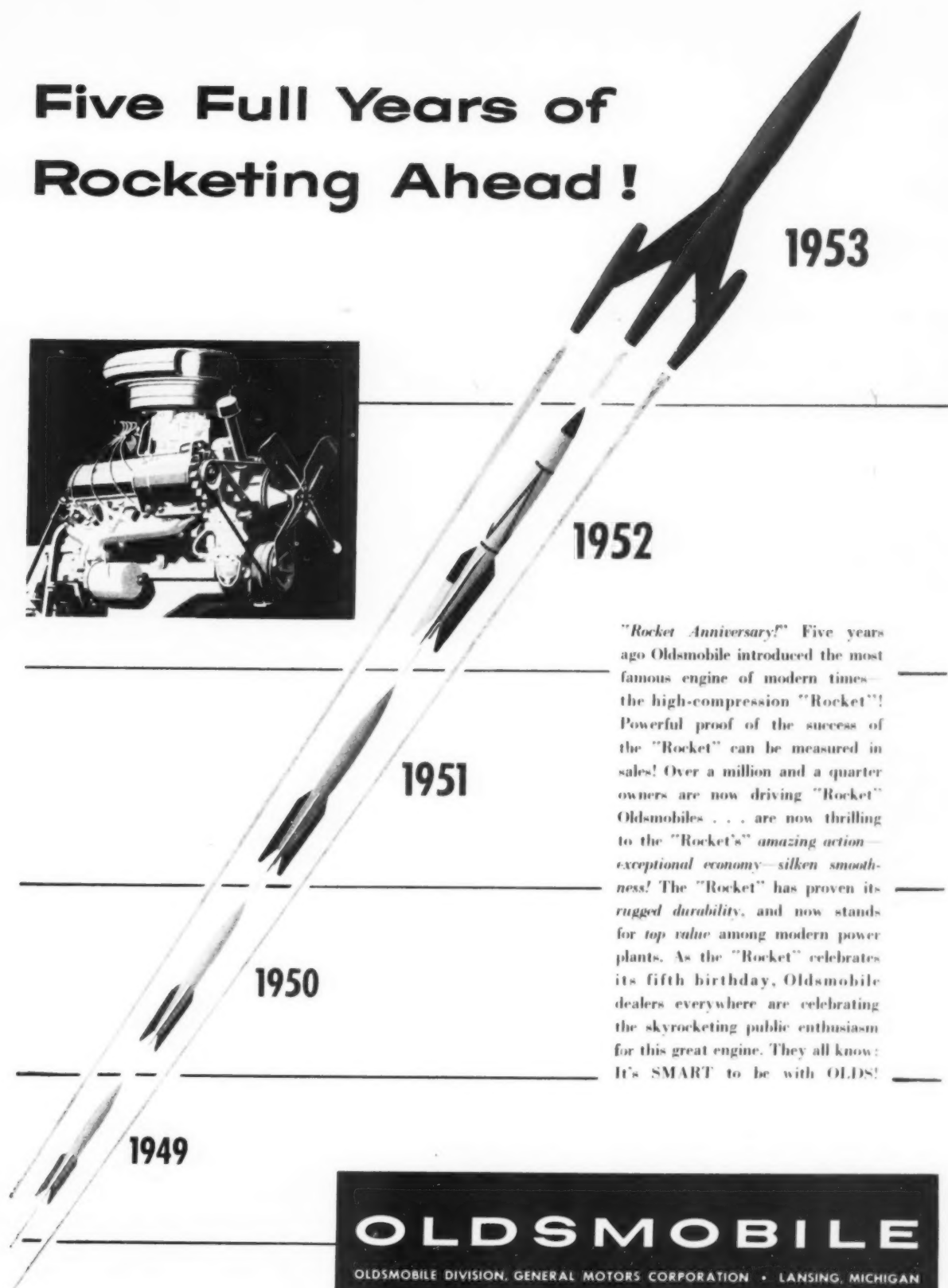
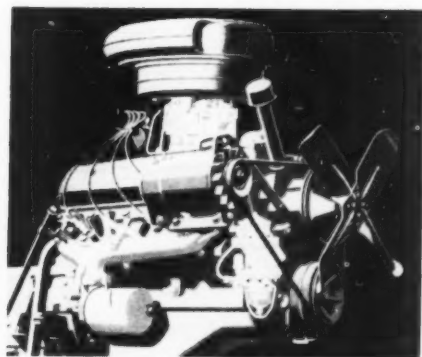
We have sold Manley Valves and Valve Springs for several years and are happy that you have now added Valve Guides and Timing Chains to your line. Any item that bears your name is of the highest quality." Manley Parts make money and friends fast! Investigate! Write for jobber's name. Manley Valve Corp., 1523 Fairmount Ave., Philadelphia 30, Pa. District Sales Representatives: Lawrence M. Hirsig Co., Jacksonville, Fla.; J. S. Connell Co., Dallas, Texas.

... supplier to leading original equipment manufacturers

MANLEY Valve Parts

VALVES • SPRINGS • GUIDES and TIMING CHAINS

Five Full Years of Rocketing Ahead!



"Rocket Anniversary!" Five years ago Oldsmobile introduced the most famous engine of modern times—the high-compression "Rocket"! Powerful proof of the success of the "Rocket" can be measured in sales! Over a million and a quarter owners are now driving "Rocket" Oldsmobiles . . . are now thrilling to the "Rocket's" amazing action—exceptional economy—silken smoothness! The "Rocket" has proven its rugged durability, and now stands for top value among modern power plants. As the "Rocket" celebrates its fifth birthday, Oldsmobile dealers everywhere are celebrating the skyrocketing public enthusiasm for this great engine. They all know: It's SMART to be with OLDS!

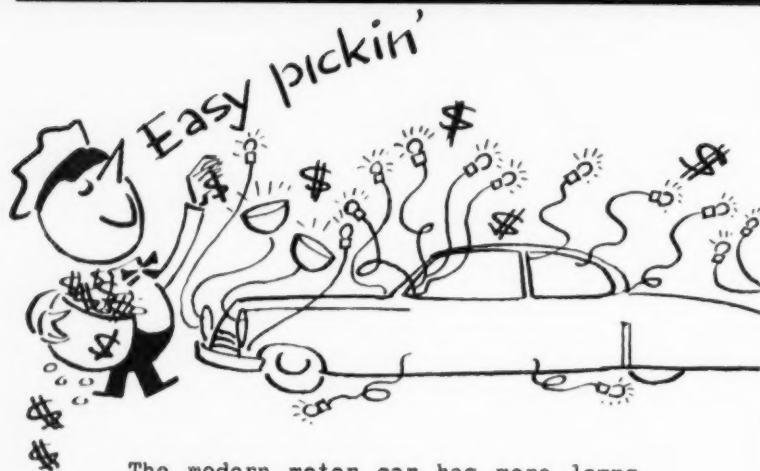
OLDSMOBILE

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION • LANSING, MICHIGAN



After giving a final show at Greensboro, N. C., recently the Puritan-United Hydraulic Brake Clinic was disbanded, some seven years and 800 meetings after it was set up. Jones Automotive at Greensboro handled arrangements for the final show. Shown at the last meeting are (l. to r.): Neil Jones, Jones Automotive; Roy Phillips, field executive, NAPA Richmond warehouse; Arnold Pommerening, who conducted the clinic, and Bernard Bannon, Jr., clinic manager.

EVERY CAR SPROUTS LAMP BUSINESS FOR YOU



The modern motor car has more lamps than a Christmas tree—offering you 18 or more chances for replacement sales. The total lamp replacement business in the U. S. is \$72 million a year. Pluck your share of this swell crop of dollars by watching every car for lamp needs.

TUNG-SOL makes: All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes and Semiconductor Products.

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AUTO LAMPS



TUNG-SOL ELECTRIC INC., NEWARK 4, N. J.

Sales Offices: Atlanta, Chicago, Columbus, Culver City (Los Angeles), Dallas, Denver, Detroit, Newark, Philadelphia, Seattle

Jobber News

(Continued from page 81)

and directors "felt very strongly that these should be carried out some time in May for both years," Secretary Harry Gee said.

Show President Max Hayes of Hayes & Hopson, Inc., has indicated he would like to see the conference staged in his home city of Asheville, N. C., but only if his associate officers and directors agreed. The hundreds of manufacturers and jobbers who attended the 1952 conference at Asheville were generally effusive in their praise of that city and the manner in which that meeting was held. Charlotte, N. C., and Atlanta have been mentioned as other potential sites.

Black & Decker Names Apsey for Marketing

JOHAN F. Apsey, Jr., advertising manager for The Black & Decker Manufacturing Co. since 1935, has been appointed marketing manager. He will be in charge of all phases of advertising and market development.

G. Ross French, assistant advertising manager, has been promoted to advertising manager and Robert A. McGrain has been named sales promotion manager.

White Succeeds Herr at F-M

ROBERT G. White has been named manager of Federal-Mogul Corp.'s central service warehouse in Coldwater, Mich., to succeed Don H. Herr, who died recently. Herr, who was central division manager of Ramsey Accessories Corp. before joining Federal-Mogul in 1945, began his automotive career as an employee of the late Carl G. Fisher and became a well-known race driver.

When the fourth carload of Merit mufflers was shipped to Doan Warehousing Corp., North Miami, Fla., the firm was all set to let the world hear about it. Doan purchased close to 65 tons of mufflers and pipes within three months.



Motor and Chassis Parts Remain Leading Line

MOTOR and chassis parts" remained the leading line for automotive wholesalers last year, contributing 7.02 per cent of total sales volume, according to the 1953 edition of "Comparative Performance Records and Leading Lines Survey" prepared by National Standard Parts Association.

Sales expense amounted to 44.78 per cent of wholesalers' gross profit on merchandise and shop sales, the survey showed, while general and administrative expense took another 30.74 per cent and indirect expenses accounted for 8.17 per cent more.

Annual stock turnover was at a rate of 3.55 times a year, a slight increase over 1951. The best sales month last year was October.

For every dollar of working capital invested in 1952, \$3.85 worth of replacement parts, equipment, supplies and machine-shop service were sold, compared with \$3.17 worth in 1951.

Martin-Senour Names Black

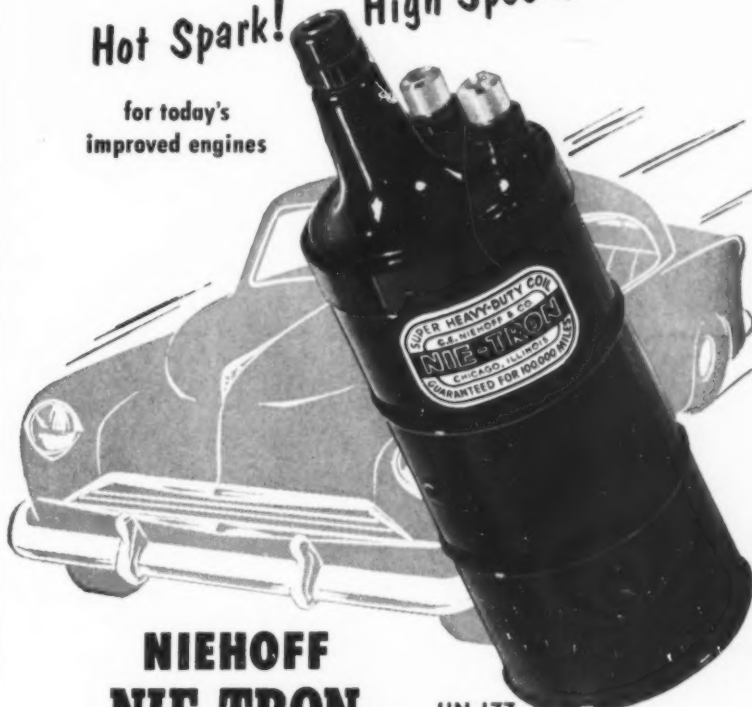
J. D. Black has been appointed manager of the newly-established Southern automotive sales division, Atlanta, of the Martin-Senour Co., supervising sales in Richmond, Jacksonville, Atlanta, Birmingham, New Orleans and Memphis, President William M. Stuart announced. Leland Charley, formerly sales representative in Louisville and St. Louis, has been named assistant manager of the division under D. A. Seeley.

Vellumoid Survives Storm

Ten days after a tornado struck the factory of The Vellumoid Co. in Worcester, Mass., operations were under way at 85 per cent capacity and in three weeks the company was back in 100 per cent production, officials reported. Packages of gaskets were blown as far away as 40 miles by the storm.

Hot Spark! High Speed!

for today's improved engines



**NIEHOF
NIE-TRON**

Super Heavy Duty

COIL

UN-177

Ultra High Output • Low Primary Draw • Does not require high capacity condenser • Maximum Insulation

Guaranteed for 100,000 Miles!

Replaces any coil on any car produced in the past 5 years without changing condenser or mounting brackets. Will fire an engine with battery as low as 2 volts. Recommended for all 6 volt systems...cars, buses, trucks and tractors.

**HAVE
YOUR JOBBER
SHOW YOU
NIE-TRON TODAY!**

C. E. NIEHOFF & CO.

4925 W. LAWRENCE AVE. • CHICAGO 30, ILL.

30th Anniversary Year

Branches:

Boston 34, Mass., 254 Brighton Ave.
Los Angeles 15, Cal., 1330 W. Olympic Blvd.
New York 19, N. Y., 250 W. 54th St.



Looking for someone to grind a crankshaft 11 feet long and with a 15-inch stroke? Benning Auto Parts, Columbus, Ga., can handle the job with this new grinder.

Benning Parts Buys Mammoth Grinder

BENNING Auto Parts, Columbus, Ga., has purchased a 19,410-pound crankshaft grinder that will handle units up to the size of those on diesel locomotives. It is thought to have the largest capacity of any grinder owned by a Southeastern wholesaler, according to J. Paul Adams, manager and owner.

"We are now grinding crankshafts for two of the largest railroads in the South," Adams said. "We are successfully metalizing these large shafts with good reports coming in about the lasting quality of good reconditioned crankshafts."

"It has been a tough job to work out all the details on such large precision work that has to be right the first time."

"This is one way of subsidizing my business, as I can't see the normal profit structure on parts keeping you in business in this time of high overhead costs."

Alabamians Plan Meeting For October 25-26

THE fall meeting of the Automotive Wholesalers' Association of Alabama will be held at Hotel Whitley, Montgomery, October 25 and 26, Executive Secretary Nathan M. Roberts announced.

Registration will begin at 1 p.m. Sunday, Oct. 25. Meetings of committees will be held in different rooms from 2 until 5 p.m., followed by a buffet dinner and Halloween party. Monday will be an all-day business session at which a prominent industry leader has tentatively agreed to speak.

J. R. "Jimmie" Williams of Williams Auto Parts, Decatur, is president and Edward Coward of Allied Auto Parts, Mobile, is vice-president. Lee W. Meriwether, Jr., of Genuine Auto Parts Co., Montgomery, is treasurer.

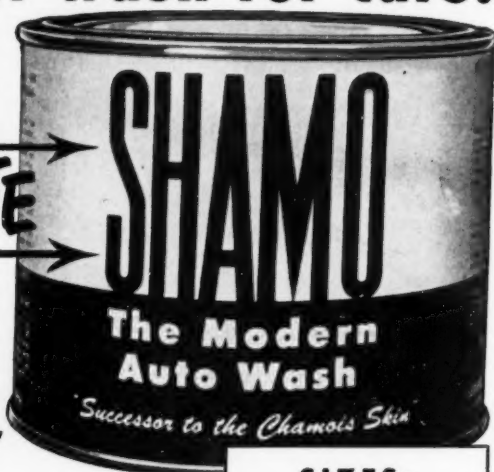
Miss Zella Boyd has resigned from the office force of **Jewell & Strickland**, Wilmington, N. C., to get married. Her successor is **Mrs. Dorothy Pennington**.

New super wash for cars!

HIGHER
CONCENTRATE

SHAMO

"Successor to
the chamois skin"



SIZES:

8 ounces 4 pounds
16 pounds 30 pounds
100 pounds

- ★ Cuts wash time in half
- ★ Dries spotless, streakless
- ★ Removes all traffic dirt quickly
- ★ Builds **PROFITS** through economy

"Car washing time reduced...better results"

Buick Agency*

"Holds suds longer...heartily endorse product"

Packard Agency*

"Gives clean wash job without too much effort...more economical than others"

Cadillac Agency*

*Photostats on request

Lower your car wash costs! New, higher concentrate SHAMO hurries work through, requires less, yet gives better washes. Special active ingredients in SHAMO gently cleanse traffic film, scum, loose pigment...flushes off smoothly, free of streaks and spots, without using a chamois. SHAMO doubles car-wash capacity, slashes costs, brings smiles to customers.

Manufactured and guaranteed by

SERCO PRODUCTS

Service Supply Co.

1115 SEVENTH ST. • DENVER 4, COLO.

The Herb Crees Turned Out for B-4 Party

WHEN Automotive Booster Club, Southwest No. 4, Dallas, Texas, promoted its first annual jobber-Booster picnic last July, biggest one-family attendance was that of H. M. Cree, Sr., who is president of Automotive Booster Club International.

One son, Richard W. "Dick" Cree, implied that all eleven of the Crees participated on one ticket, since the price was \$4.50 per family, children included. Actually, the three Cree adult males purchased four tickets among them.

Shown here, standing, left to right by couples, are Mr. and Mrs. H. M. "Bert" Cree, Jr., Mr. and Mrs. H. M. "Herb" Cree, Sr., and Mr. and Mrs. Richard W. Cree.

The international president's five grandchildren, left to right, are: David, seven years; H. M. (Roe for Monroe) Cree, III, three years; Stephanie, 3; Joe, 2, and Richard W. "Ricky", Jr., 9. David, Stephanie and "Ricky" are sons and daughter of the Richard W. Crees while "Roe" and Joe are sons of Mr. and Mrs. H. M. Cree, Jr.

Runner-up in biggest one-family attendance was the J. S. Connell family of ten, including four grandchildren. Connell, like Cree, Sr., is a past president of B-4 and a Dallas manufacturers' agent.

Seven Southerners Join NSPA Roll

SEVEN Southern wholesalers have been added to the roster of National Standard Parts Association.

They include: Auto Parts & Supply, Arkadelphia, Ark.; Buchanan Auto Supply, Liberty, Texas; Jones Auto Supply, Georgetown, Texas; Kerr Auto Supply, Houston, Texas; Motor Equipment & Service Co., Inc., Charlotte, N. C.; R & M Auto Parts, Beloit, Kan., and White Auto Supply, Henderson, Texas.

Whaley Sells Interest

H. A. Whaley has sold his interest in the H. A. Whaley Co., Dallas, Texas, to C. F. Mackey of Houston and R. W. Greene of Dallas and is retiring from the automotive business. The firm, to be called Mackey and Greene, covers the Southwest from headquarters at 2615 Good-Lattimer Expressway, Dallas.



NEAPCO ALL PURPOSE Drive Shaft Assembly



Standard rectangular telescoping center assembly.

Quick-disconnect type end yoke.

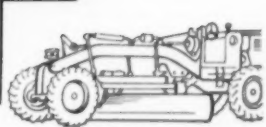
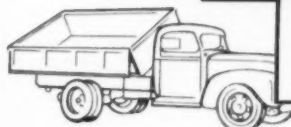
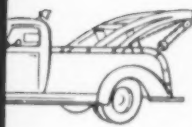
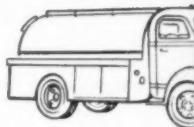
Neapco PTO Joints are made with solid forged steel yokes. Center assemblies use hardened steel plain bushings or needle roller bearings for long service.

All purpose rectangular drive shaft illustrated for most light duty, farm applications. Other types of shafts and joints to fit trucks, graders, winches, etc.

Free Catalog PT-15B. Describes, illustrates, tabulates complete Neapco line of PTO Joints. Write today.

Dept. 11, NEAPCO PRODUCTS, INC.
Pottstown, Pa.

NEAPCO



by the makers of the famous Neapco Universal Joints

Plans Are Shaping Up For MEWA Meeting

PLANS are well underway for the meeting of Motor and Equipment Wholesalers Association, to be held Dec. 6, 7 and 10 in Chicago. All sessions will be at the Conrad Hilton Hotel.

A reception for members and guests will be held Sunday afternoon preceding the first business session. The ASI Executive Booth Conference is scheduled for the intervening days, Dec. 8 and 9,

with final MEWA sessions Dec. 10.

"Our convention program is now shaping up," said B. W. Ruark, general manager. "Already we have arranged for three outstanding features."

Mills-Morris Employees Hold Summer Frolic

MORE than 400 men, women and children, including employees, their families and manufacturers' representatives, attended the annual Mills-Morris employees' pic-



Sidney Harris has been named sales manager of the Middle Atlantic Division of Wilkening Manufacturing Co., which covers Delaware, Maryland, Washington, D. C., and parts of Virginia, West Virginia, North Carolina and several other states. He has been with Pedrick for 15 years. He will headquarter in Philadelphia, Pa.

Another
LEMPCO
LABOR-SAVER



SUPER SURFACE GRINDER SSM... WITH THE FASTEST SETUP OF ALL!

That's right; place the block or head into position—raise it or lower it, tip it right or left, forward or backward—all angles—with fast acting micrometer type hand and power-operated crank. Patented 4-point spirit level tells you when work is parallel with grinding wheel surface. Grind ALL THREE SURFACES of V-8 blocks without unclamping work! Just set the dial; the wheel traverses the work AUTOMATICALLY until proper amount of material has been removed.

You can WATCH the surface being ground!

LEMPCO
FOR 35 YEARS... A Leading
Builder of Machine Tools

LEMPCO PRODUCTS, INC.
Bedford, Ohio

Gentlemen: Send me prices and full information on SSM.

NAME

ADDRESS

CITY

MAIL THIS COUPON NOW FOR COMPLETE DETAILS

nic and barbecue recently at Lake Crest Farm, Memphis, Tenn.

There were swimming, baseball, softball, fishing, boating and dancing, with a barbecue dinner served on the grounds adjacent to the club house.

An added attraction this year was the bathing review contest with company employees participating.

In addition to the Memphis store, employees and their families from the branch stores were present, including Nashville, Union City and Milan, Tenn.; Tupelo, Jackson and Greenville, Miss., and Jonesboro, Ark.

West Virginian Opens

West Virginia Cycle and Supply Co. has announced the opening of its new offices and showrooms under the firm name of The Crans Supply Co. at 201 20th Street, Huntington, W. Va., with Joe Crans as general manager.

Duke and Putnam Appointed

V. T. Duke has been appointed district representative at Memphis, Tenn., for Radiator Specialty Co., manufacturer of the Solder Seal line, and Harry R. Putnam has been named representative at Chattanooga, Tenn.

John Jackson joined Hughes Bros., Inc., Wilmington, N. C., last month as inventory clerk.

Midwest Show Is Planned At St. Louis in April

THE first automotive trade show ever to be held in St. Louis will be staged in air-conditioned Kiel Auditorium April 8, 9, 10 and 11 of next year.

The Missouri city will be host to the 11-state area comprised of Missouri, Indiana, Iowa, Arkansas, Kansas, Illinois, western Tennessee and Kentucky, southern Minnesota and Wisconsin and eastern Oklahoma, show officials reported.

St. Louis is one of only four cities approved to hold regional trade shows in 1954 by the regional automotive show coordination board.

The executive committee is composed of Ralph Silverman of East St. Louis, Ill., president; C. W. Corcoran and Fred Keller of St. Louis, vice-presidents; William Hudgens, Jr., of St. Louis, treasurer; John R. D'Agostino of St. Louis, secretary; D. F. Hyland of St. Louis, chairman of the executive committee; Lonnie McHugh, Tom Mills, G. R. Porter, Lee Blakemore, Earl McAtee and Walter Punt, all of St. Louis; W. J. Menghini of Springfield, Ill., H. C. Osiek of St. Charles, Mo., and Paul Cottrill of Webster Groves, Mo.

Thermoid Warehouse Opens at Atlanta

A MODERN warehouse with 12,000 square feet of floor space has been opened by Thermoid Co. at 505 Stewart Avenue, S. W., Atlanta, Ga.

Territory to be served will include Georgia, Florida, Tennessee, Alabama, the Carolinas and some points in Mississippi and Kentucky. C. A. Paine is the warehouse manager.

Jennings Named for Sales

Edward Jennings has been appointed assistant sales manager of Choldun Manufacturing Corp., New Haven, Conn. He formerly was with North American Battery Corp.

An en route report from **J. R. Perryman**, retired former manufacturers' representative of Dallas Texas: "We are touring the Smokies in our new '53 air-conditioned Cadillac—a wonderful car for the mountains. On to N. C., Va., Washington, Niagara and Canada from here."



Are You Too Busy to Make MONEY?

When a driver comes to you with a flat, do you just fix the tube?

Yes, you may look for the nail or cut that caused the flat . . . but *do you say* to the driver that the casing should be fixed, too?

Don't Throw Money Out the Window!

Every flat means not just a tube repair job . . . it can also mean a casing repair job . . . with greatly added profit. Bear in mind that you have to remove the casing to repair the tube. That takes time and effort. Examine the casing when you have it off, and recommend repairs to your customer when needed. Your best argument to the customer is that it "takes two holes to make a puncture."

Make Money...and Friends
BOWES
with SEAL FAST Casing Repairs

BOWES TIREPAIR Sections provide a sure, quick, profitable way of repairing cuts, breaks and holes in casings.

There is a BOWES distributor in your territory who can show you how to make more money and friends with the BOWES system of casing repair.

Write today if you want more money and business-building friends. There is no obligation. Just send us a post card and in the early future a BOWES Man will call and prove to you that you are throwing money out the window if you do not use the BOWES profitable way of making casing repairs.

BOWES "SEAL FAST" CORPORATION • INDIANAPOLIS 7, INDIANA



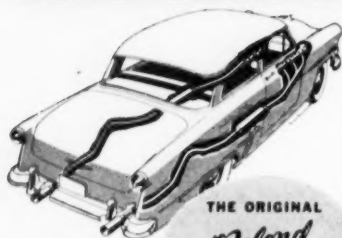
THE '53 DODGE...
A NEW AAA
RECORD HOLDER

**WE TAKE
YOUR DODGE
RED RAM
V-8 AND ADD
PLUS POWER**

The sensational Red Ram V-8 has recently set a new AAA stock car record of 102.622 mph for a flying start measured mile run; also it whizzed to a new AAA standard of 72.325 mph for a measured mile from a standing start. Its flashing performance is largely due to its remarkable hemispherical combustion chamber, turning more fuel energy into useful power. And the installation of a Belond EQUA-FLOW Exhaust System on the Dodge will add even more power... even faster acceleration and give you increased gas mileage. Streamlined design and precision-engineered headers virtually eliminate the back pressure that cuts so drastically into power and speed.

MR. DEALER:

This ad is one of a monthly series appearing in national consumer magazines with a circulation of over 2½ million! We're going all out telling the EQUA-FLOW story to your customers. Cash in on this high-powered sales story. See your jobber or write for detailed information.



THE ORIGINAL
Belond
EQUA-FLOW
EXHAUST
SYSTEM

T.M. Reg. Copyright 1953

Southern California
MUFFLER CO.

11039 Washington Blvd., Culver City 22, Calif.



James J. Strnad, formerly vice-president and general manager of Lempco Products, Inc., has been named president. He succeeds James F. Strnad, who spent 35 years in full-time management of the firm. J. F. Strnad will retain his position as chairman of the board. Albert B. Harding is now president of Lempco Automotive, Inc., a wholly-owned subsidiary of Lempco Products.

**Air Brake Names Collins
For Oklahoma Plant**

WILLIAM L. Collins has been named branch manager of the new Bendix-Westinghouse Automotive Air Brake Co. plant in Oklahoma City, which was scheduled to begin full-scale operations early this month.

The plant will service distributors in Kansas, Missouri, Oklahoma, Arkansas, Texas, Louisiana, New Mexico, Colorado, Nebraska and parts of Tennessee and Mississippi.

Bennie Platt, salesman, and Ed Palmeter, counterman, have returned from military service to Jewell & Strickland, Wilmington, N. C.



Jim Blinn
Denver, Col.
says . . .

IT'S YOUR BUSINESS

. . . or is it?

SEE PAGES 102 and 103

**No Other
Parts Cleaner
Has All These
Features!**



✓ **SAFE ON HANDS**

✓ **FAST-ACTING**

✓ **NO UNPLEASANT ODOR**

✓ **SAFE ON ALL METALS**
(including aluminum and magnesium)

✓ **LESS EXPENSIVE**

**Petisol
202**

Carburetor and Metal Cleaner

Manufactured by the makers of world-famous

SILCOO PRODUCTS

PETROLEUM SOLVENTS CORPORATION

331 Madison Avenue • New York 17,

In Canada — 2491 St. Patrick St. — Montreal

Genuine Parts Marks 25th Anniversary

A HANDSOME 11¼ x 15 inch booklet recalling its growth over the preceding 25 years has been issued by Genuine Parts Co., Atlanta.

Photographs and figures relate how the firm has grown from an inventory of approximately \$25,000 in 1928, with a sales volume that year of \$75,129, to \$28,468,962 last year. The million-dollar mark was first reached in 1935. Gross sales in 1950 amounted to \$24,447,042 and in 1951 \$26,244,669.

This giant operation now embraces six warehouses, 41 jobbing stores and three rebuilding plants, extending from New Orleans to Boston.

Carlyle Fraser, the founder, is chairman of the board and Robert L. Turner is president. The organization started with six employees and today has more than 1,100.

Three Southerners Join Membership of AAR

THREE manufacturers' representatives in the Southeast and Southwest have been elected to membership in the Automotive Affiliated Representatives, it has been announced by Ed L. Lee, executive secretary.

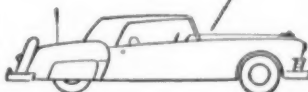
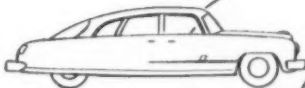
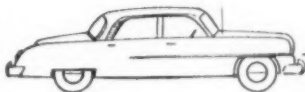
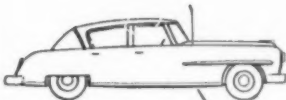
They include: William S. Gordon, Jr., Virginias-Carolinas Group at Charlotte; Bowling & Powell, Southeast Group at Atlanta, and Stanley D. Bowles Co., Southwest Group at Dallas.

Welding Warehouse Opens

Factory Warehouse Service, 76 4th Street, N. W., Atlanta, Ga., is now warehousing products of Tinit Mfg. Co., Denver, Colo. Welding supplies in overnight shipments have already been made to jobbers as far away as New Orleans and Washington, D. C. J. D. Harvey of Glennville, Ga., represents Tinit along the Southeastern seaboard.

Reid Supply Builds Store

J. F. Reid Auto Supply, West Palm Beach, Fla., is building a concrete-block store and warehouse at 1508 South Dixie. "The building measures 72' by 74' and has 15' ceilings," Owner J. F. Reid reported. "Ample off-street parking facilities will be provided."



DON'T ACCEPT LESS...



KESTER'S BEST

KESTER SOLDER COMPANY

4226 WRIGHTWOOD AVENUE, CHICAGO 39, ILLINOIS
NEWARK 5, NEW JERSEY • BRANTFORD, CANADA

**KESTER
SOLDER**



Forty officers and employees of Chesapeake Auto Supply Co., Inc., met with officials of Ramsey Corp. at the Monticello Hotel in Norfolk recently to launch the Tidewater jobber's appointment as a franchised distributor for the Ramco piston ring line and other Ramsey products. Among those from Chesapeake present were S. J. Williams, vice-president and general manager; E. B. Gray, vice-president and sales manager, and Edw. J. Brickhouse, president and treasurer. Archie Atkins, Southeastern zone manager for Ramco, presented his firm's sales and advertising programs.

North Carolina Group Expands Rapidly

RAPID growth is being experienced by the North Carolina Automotive Wholesalers Association.

While only a little over a year old, the organization has hit the 88-member mark, with a bright chance of attaining 100 members before the first annual convention is held sometime this coming winter, according to Executive Secretary Jesse F. Jones, Jr.

George McFarlane, president of Mac's Auto Parts Co., Wilmington, is president of the association. He and other local jobbers have promoted the recent formation of a Wilmington association of wholesalers. Approximately 20 persons attended the August meeting.

Top: President McFarlane
Bottom: Secretary Jones





FAST CHARGERS

FOR 6 & 12 VOLTS

Unequaled for Simplicity of Operation

THE UNIQUE CHARGING SYSTEM of C&C Fast Chargers eliminates adjustment of the charging rate. Reduces human error, saves time. Just select 6 or 12 volt position and leave charger alone. The battery controls its own charging current, always holding the rate within the limit it can safely absorb...without excessive gassing or overheating. Automatically gives a slow finishing charge. Protects against reversed or shorted connections.

TESTING IS EQUALLY SIMPLE with the QWX Chargalyzer. Regardless of the state of charge an accurate test is obtained "on the spot"...using the same simple operation for all batteries.

See your local jobber — or send for Bulletin AS2-D9

All C&C equipment carries a one year warranty, with national facilities for servicing.



Model QWP Charger. 6 volts 80 amps—12 volts 60 amps. Weighs 33 lbs. Big charger performance. **\$129.50**



Model QW Charger. 6 volts 100 amps—12 volts 80 amps. Rugged design—highly efficient. **\$159.50**



Model QWX Chargalyzer. Includes "10 Second Analyzer"—Otherwise identical to Model QW. Checks 3 individual cells in one operation on one meter, which simply reads "good" or "bad". **\$218.00**



Specialists in battery servicing equipment since 1929

McCOLPIN-CHRISTIE Corp.

3410 West 67th Street
Los Angeles 43, California

Southern District Men Selected by Thermoid

APPOINTMENTS of several district managers in the Southern and Southwestern territory have been announced by Thermoid Co.

They include: Frank A. Job, Fort Smith, for western Arkansas; George Chesney, Phoenix, for New Mexico and Arizona; H. Allen Cupp, Memphis, for Mississippi and western Tennessee, and Robert D. Hester, Indianapolis, for Kentucky and Indiana. John G. Davis has been named representative for West Virginia.

Alabamians Combine Name

In order to combine more closely the two stores, Evergreen Auto Parts Co., Evergreen, Ala., and Auto Parts Co., Greenville, Ala., a common name for both operations—Brior Auto Parts Co.—has been adopted, it was announced last month by John BRIGGS and John ORME.

VCAWA to Meet Oct. 21-22

The fall convention of the Virginias-Carolinas Automotive Wholesalers Association will be held October 21 and 22 at the O Henry Hotel in Greensboro, N. C., President W. H. Rockafellow announced. The latter is president of The Parts Co., Columbia, S. C.

Atlanta Branch Expands

The DeVilbiss Co. is enlarging its Atlanta, Ga., branch office to provide a greater variety of engineering services to customers in the Southeast. A larger inventory will also be maintained, Roy F. Steele, district sales manager, reported.

Flowers Increases Staff

Hoyt L. Deal has joined the machine-shop staff at the Hickory, N. C., store of The Flowers Co. and Boyd Combs, Jr., has joined the Statesville operation as counterman.

Kline Chosen by Bishman

B. A. "Pete" Kline of Oklahoma City, Okla., has been appointed sales representative by Bishman Mfg. Co. of Osseo, Minn., for Oklahoma, Arkansas and the Texas Panhandle.

PERFECT

WHEEL WEIGHTS FIT & STAY PUT



The Double 3-Point Suspension does it!

PERFECT Wheel Weights are made with a larger radius than the rim, so that when applied they create constant pressure at points 1-2 and 3 (shown above in top photo). Bearing points to prevent "rocking" are also formed at points 1a-2a and 3a (shown in small illustration).

Such a DOUBLE 3 point suspension principle prevents slipping—"rocking" and loss of weights. PERFECT'S "stay put"—they give SATISFACTION. That's why they're the world's largest selling wheel weights.

This principle applies to both the "C" and "U" type Perfect Weights.



"U" Type

Fits all passenger cars made before 1949 which had either E or F type rims. Still gives satisfaction on most cars manufactured up to present time. Made in the following sizes: 1/2- 1- 1 1/2- 2- 2 1/2- 3- 3 1/2- 4- 4 1/2- 5- 5 1/2- 6-ounce.



"Special" Type

Made for all late model Cadillacs equipped with large chrome hub caps covering the entire wheel. Made in the following sizes: 1/2- 1- 1 1/2- 2- 2 1/2- 3-ounce.



PERFECT EQUIPMENT CORP.

804 W. Morgan St. KOKOMO, IND. P. O. Box 706

Manufacturers of Passenger and Truck Wheel Weights — Coil Spacer Rings — Castor Shims.

Garrett Heads 1955 Southwest Show As Dallas Is Chosen for Show Site

MEETING in Dallas on August 24, 13 out of 15 members of the board of directors of the Southwest Automotive Show completely reversed themselves on holding the next show in San Antonio in 1955 and decided the 1955 show will again be assembled in Dallas.

The board also reelected as

president T. C. "Buddy" Garrett, Dallas jobber who served as president of the 1953 show.

Garrett continued as a member of the board after being succeeded last May when Wayne Bull, San Antonio jobber, was chosen for that post. However, Bull tendered his resignation in July, explaining



President Garrett



service Pressurized cooling systems make examination of the radiator cap a "must" when you winterize cars or trucks. Pump efficiency is increased if the coolant is kept under pressure. With 50% alcohol-water solution, the pump is 41% efficient at 0 pounds pressure, 89% efficient at 14 pounds pressure.

Replace if the cap is broken, worn or the wrong cap is in use. Inturned cap ears must not be bent or worn to a point where they do not retain cap securely on the filler neck cams. The cap should operate smoothly but solidly on the filler neck. Check the gasket in the bottom of the cap. If in doubt, replace the cap.

profit If replacement is necessary, the owner will thank you for installing the proper *Stant* EVRSEAL Pressure Cap. It's a quick profit and builds good will!

easier to sell

Write for catalog, price list and the 3-way engineering-package-display benefits of handling *Stant* EVRSEAL Caps . . . naming your jobber.

STANT MANUFACTURING CO., INC.
Connersville, Indiana

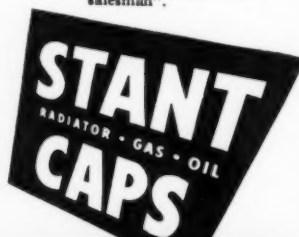
ENGINEERED
Car manufacturers and their engineers have confidence in 100% tested EVRSEAL caps . . . so can you.



PACKAGED
Colorful individual packages . . . easy to locate and inventory.



DISPLAYED
Every one agrees that Stant's Metal Display Cabinet is the country's greatest "cap salesman".



*Used on America's Finest Automobiles
as Standard Equipment*

that his business would not permit him to devote the time required.

In its August 24th meeting in Dallas, Harry Spear of San Antonio, first vice-president, presided until the election of Garrett. Spear is a representative of Moog Industries, Inc.

In moving the show from San Antonio to Dallas, the board acted principally upon information laid before it about policies of the Bexar (pronounced Bear) County Coliseum, necessary site of any such show in San Antonio.

The board was informed that the Coliseum management declined to suspend, for the four days of the show, the sale of low-per-cent alcoholic beverages by concessionaires. Other information that influenced the board was the report that it had been impossible to complete a signed contract for the show dates desired and that for indemnity against damages, the Coliseum management had increased its requirement for a deposit from \$500 in 1950 to \$2,500 for 1955. The clause in the contract governing repayment of this deposit left the amount to be repaid to discretion of the management, the board was informed.

Elmer Miller of the Straus-Frank Co., San Antonio, is the new director, having been elected to succeed Bull.

Possibility of appointment at an early date by President Garrett of an entirely new show committee may be indicated by resignations of two committee members. Resignations were announced by Dean A. Johnson, former show manager and now a manufacturers representative of Dallas, and by Wilton Jennings of the Walter Tips Co., Austin.

Dates for the 1955 show have been tentatively set by officials as March 31 through April 3.



Almost 300 automotive service men attended this meeting on engine operation and front ends, sponsored last month by Simmons Parts Co., Inc., Staunton, Va. Norman Hibbard and Bill Rose of McQuay-Norris Manufacturing Co. conducted the training session. Refreshments were served and prizes given, reported W. M. Goodsell, Simmons manager.

Nine Southerners Join Two AEA Divisions

Six Southern firms have been added to the Service Distributors Division of Automotive Electric Association and three have joined the Central Distributors Division, it has been announced by G. Z. Spencer of Trico Products Corp., president.

New members of the Service Distributors Division are: Holston Auto Supply Co., Kingsport, Tenn.; Al Huppel, Inc., Orlando, Fla.; Rowley Battery & Electric Service, Fort Lauderdale, Fla.; Stark Carburetor & Electric Co., Alexander City, Ala.; United Automotive Service, Inc., Winston-Salem, N. C., and United Service, Nashville, Tenn.

Added to the Central Distributors Division were: Moore Brothers Electric Co., Houston, Texas; The Motor Mart, Dallas, Texas, and Spencer Electric, Inc., Jacksonville, Fla.

Balcrank Expands Plant

Balcrank, Inc., Oakley, Cincinnati, Ohio, has let the contract for a 60,000-square-foot manufacturing plant adjacent to the present plant there. The two-story building is scheduled for completion in December.

Battery Men Appointed

Three district representatives for Auto-Lite Battery Corp. have

been appointed: Claire M. Finkbiner, Wichita, Kan.; John Pershing Smith, Charlotte, N. C., and Edward A. Johnstone, Affton, Mo., for the St. Louis district.

Albert May of Dallas Is on "Sick List"

ALBERT May, vice-president and general manager of Beard and Stone Electric Co. of Dallas, Texas, was to be confined to the hospital for perhaps a month and was to take a rest thereafter as the result of a heart attack on August 25.

Information available at the Beard and Stone office was that the seat of the trouble was a clot in a vein near the heart. May was taken to St. Paul's hospital in Dallas.

Kix Covers Delaware Valley

John R. Kix has been appointed district manager for Maremont Automotive Products, Inc., in the "Delaware Valley" area, which includes Delaware, eastern Maryland and parts of Pennsylvania and New Jersey.

AERA Chooses Buffalo

The 1953 convention of Automotive Engine Rebuilders Association will be held at Buffalo, N. Y., May 24-25, with the Statler as the headquarters hotel.

AAR Publishes List Of Its Customers

AUTOMOTIVE Affiliated Representatives has compiled a list of "wholesale customers" called on and sold by its members. Containing more than 10,200 names, the list covers the United States and Canada and is arranged alphabetically by states and the provinces.

The list is available complete or by states. Additional information may be obtained from Ed L. Lee, executive secretary, Automotive Affiliated Representatives, 17 West 60th St., New York 23.



Ray J. Kimball (left), Bradenton, Fla., has been named by Sunnen Products Co. to assist Turner Mayhew in covering Georgia, Florida, Alabama and South Carolina. Roy N. Slack (right), Dallas, Texas, will cover the Texas territory. He formerly was owner and manager of Oildex Sales Manufacturing Co.

McClung Names Virginian

W. D. Hockman of Front Royal, Va., has taken over the territory for McClung Brothers, Inc., Waynesboro, Va., that formerly was handled by E. V. Engleman. Engleman, who was with McClung 16 years, has retired.

Case Moves to Charlotte

C. C. "Bill" Case, formerly of Atlanta, Ga., has moved to Charlotte, N. C., to give more intensive coverage to his territory, which includes Virginia, West Virginia, North and South Carolina and Washington, D. C.

Holston Opens Branch

Holston Auto Supply Co., Kingsport, Tenn., has opened a branch store at Rogersville, Tenn., situated on West Main Street.

TAKE A FRESH LOOK AT

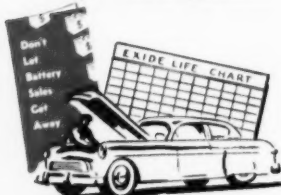
Switch to Exide

HERE'S WHY!



EASIER TO SELL

because Exide batteries have a reputation for extra high performance . . . extra long life . . . *complete dependability*. Selling the Exide line is good business, a repeat business . . . a real money-maker.



THEY STAY SOLD

because of the high quality raw materials that go into every Exide, with rigid inspection to assure top quality day in and day out.



PRICED RIGHT

Exide batteries give dollar-savers and quality-seekers *more for their money* . . . and provide good profits for the dealer.

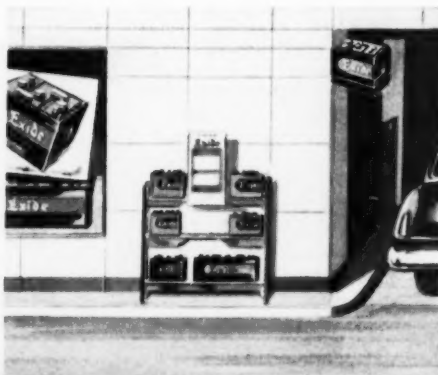
HERE'S HOW!

TIE IN WITH THE SATURDAY EVENING POST AD

TIE IN YOUR STATION! Put up reprints of the giant Post spread. Be sure your Exide signs are up.

DISPLAY BATTERIES! Put batteries out where customers can see them. Don't miss a single sale.

TEST BATTERIES! Use your Exide Check Charge Tester. Show motorists the condition of their batteries. Tell 'em—and you'll sell 'em.



FALL BATTERY SALES...

... Sell the Best!

This Giant 2 Page Color Spread will appear
in the October 3 Issue of The Saturday
Evening Post! Tie in! Cash in!

*When it's
an Exide
...you start!*

WINTER, SPRING,
SUMMER OR FALL
EXIDE BATTERIES
ARE BEST OF ALL!



IT'S GOOD TO BE AN EXIDE DEALER!

You sell the best, with the most powerful support in the battery industry. Your Exide wholesaler will describe other huge benefits for you in the Exide dealership. Call him today!

THE ELECTRIC STORAGE BATTERY COMPANY
Philadelphia 2

Exide Batteries of Canada, Limited, Toronto
"EXIDE" and "ULTRA START" Reg. T.M. U.S. Pat. Off.

WHEN IT'S AN

Exide
...YOU START!

News Briefs

(Continued from page 79)

mobile Dealers Association who appeared in a lively panel discussion before thousands of dealers at the NADA convention in New York early last year.

"Ham" vows that he's going to stay retired. He's been approached to show more interest in politics, perhaps by personal participation, but he says:

"I'm actually less interested in politics today than I was when I

was in business, because I felt that I had more at stake then."

He just wants to stay retired—he says right now.

She Showed Missourians Women Can Drive

MRS. Laurine Owens of Sedalia, Mo., showed Missourians and others that women can be good drivers by topping two farmers, a state policeman, a mechanical engineer and 25 other finalists to win first place in the Northwest

Missouri Dodge Economy Run held recently at Hardin, Mo.

Mrs. Owens recorded 24.7 miles a gallon in the contest to win first prize of \$500. Second place went to Lloyd Hamel, Princeton, Mo., and third place went to Carl Howell of Albany, Mo.

The 30 finalists had previously won contests sponsored by local dealers in which some 9,800 people drove 1953 Dodge Coronet V-8 cars. The Missouri contest was open to any licensed driver.

O'Neil and Bob Armacost To Address Alabamians

T. J. O'NEIL, director of the office of product sales and dealer organization planning, Ford Motor Co., and President Robert Armacost of NADA will be among the speakers at the annual convention of the Automobile Dealers Association of Alabama at the Buena Vista Hotel, Biloxi, Miss., Oct. 25-27.

O'Neil was at one time stationed at Memphis with Ford and is well-known to Southeastern Ford dealers.

Other speakers will include President L. W. Lundell of Universal C. I. T. Corp., New York, and Dr. Roe Bartle, inspirational speaker and banker of Kansas City. Edmund H. Harding, Washington, N. C., humorist and philosopher, will address one luncheon.

"Mr. Alabama Automobile Dealer of 1953" is currently being nominated and will be revealed at the convention with the presentation of a plaque.

Fleming Elected in N. C.

Carey H. Fleming, Jr., of Quality Motor Co., Whiteville, N. C., has been elected president of the Columbus County Automobile Dealers Association. Sam Scott, Jr., Scott Motor Co., Fair Bluff, is vice-president and Noah C. Braxton, Braxton Motor Sales, Whiteville, is secretary-treasurer.

Fleet Men Hear Gordon

"Employee Training" was the topic for discussion at the August meeting of the Fleet Superintendents Association, Atlanta, Ga. Thomas J. "Red" Gordon, superintendent of garages for Atlanta Transit Co., spoke.



Putting a head on it!

Herbrand Series 823 STUDMASTER for setting or removing studs

Herbrand's Studmaster puts a temporary head on studs for setting or removing without damaging the threads. Works on long, short or broken studs. Tool consists of only 2 parts—the sleeve and the locking screw. No cams, jaws or intricate parts to get out of order.

The Studmaster removes or sets studs in close quarters . . . average size requires only 1/4" clearance. Ideal for use on cylinder heads, manifolds, fuel pumps, etc. Three sizes fit practically all studs found on the average car.



THE TOOL LINE WITH TURNOVER
—NOT LEFTOVERS

MECHANIC'S NET

No.	Size	Price
823-12	3/4"	\$2.50
823-14	7/8"	2.50
823-16	1"	2.95



Herbrand

VAN-CHROME TOOLS

...the finest money can buy!



REMOVING STUD—To remove studs turn sleeve counter-clockwise with end wrench or socket.



SETTING STUD—To set studs turn locking screw clockwise with end wrench or socket.

Series 823 Studmaster is Herbrand's Tool-of-the-Month selection for September. See it at your Herbrand distributor or write us for details.



Herbrand Tools

Fremont 8, Ohio
THE BINGHAM-HERBRAND
CORPORATION

W. A. Toms (left), regional sales manager of Lincoln-Mercury's Southern region, is shown presenting to F. M. Scarritt of Scarritt Motors, Inc., St. Petersburg, Fla., a certificate of recognition award for the Floridian's contributions to the Lincoln-Mercury National Dealer Council.



Southern U-C Market Seems to Be Firmer

IN THE 15-state Southern area, including Washington, D. C., sales of used cars in June were only five per cent under the 1952 level, according to a recent survey by National Used Car Dealers Association.

Inventories at the beginning of July were down five per cent from the 1952 level, with an inventory drop of about eight per cent reported for the previous month. The July inventory drop was the second consecutive monthly drop recorded by the association's membership.

A sharp demand for used cars in June stopped a five-month downward trend, the association said. Ray Hayward of Omaha, Neb., NUCDA president, said the June upturn in sales indicated that "used-car sales will continue to be firm for remainder of 1953."

Automobile Old Timers To Honor Five Men

FIVE prominent men of the automobile world will be awarded distinguished service citations at the 14th anniversary dinner of Automobile Old Timers on Oct. 14, Hotel Astor, New York City.

They are: E. C. Wareheim, president of Commercial Credit Co., Baltimore, Md., Thomas H. MacDonald, retired U. S. commissioner of public roads, John R. Davis of Ford Motor Co., Detroit, Robert A. Stranahan, president of Champion Spark Plug Co., and George A. Martin, president of Town and Country Motors, Conn.

Alabamian Heads Sales

E. Dwight Summers of Birmingham, Ala., has been appointed district sales manager for Twin Coach Co. and its Fageol truck line in Alabama, Georgia, Florida and North and South Carolina. An alumnus of Alabama Polytechnic Institute, Summers formerly was with International Harvester Co.

Keep your eyes on... PYROIL!



Be Ready for a **FRONT ROW SEAT** on the Band Wagon, soon to be Leading The Parade

NEW OWNERS:

**M. O. Weiby, President and
C. H. Weiby, Exec. Vice President**

are preparing to launch a startling new program that will present **NEW PRODUCTS** with long profits and proven demand, **NEW POLICIES** which will mean **INCREASED PROFITS** for jobbers and dealers.

The tremendous response to our recent national advertising campaign featuring the "Less Than \$1.00 Pyroil Motor Treatment" increased sales considerably and produced many new customers; an easy-to-take "treat" for Pyroil jobbers and dealers! But that's only the beginning!

Help us celebrate our 25th Silver Anniversary; not as just an observer, but in there, riding right along with us. We'll help you toot your own horn while we're tooting ours, for a better proposition and more profits all around.

**As It Pays To Be Particular -
It Always Pays to Pick Pyroil**

Our factory representative will gladly tell you all about it. Write or wire us. He'll be there, quick as a flash and what a story he has to tell!



KEEP YOUR EYES ON PYROIL!

PYROIL COMPANY, INC.

244 Pyroil Building,

La Crosse, Wisconsin

REPRESENTATIVES:

Southeast—McDonald & McPherson Co., P. O. Box 452, Atlanta, Georgia
Southcentral—John T. Jolly Sales Co., 1916-34th Ave., Meridian, Miss.
Southwest—Hirshig-Frazier Co., 4333 Belmont Ave., Dallas 4, Texas
West Coast—M. L. (Bud) Cohn, 1323 Venice Blvd., Los Angeles 6, Calif.

North Carolinian Cites Cases Of How His Sales Policy Pays

"QUALITY will last when price is long forgotten."

Two proofs of that "pudding" have shown up lately at Sutton Pontiac Co., Wilmington, N. C. Let W. P. Sutton tell about it:

"A service man and his wife came in here and bought an 'as is' car from us. We had not guaran-

teed a thing; we didn't claim that they'd even be able to get off the lot with the car they had bought.

"In Elizabethtown, N. C., the engine threw a rod right through the block. They called us to see if we would fix the car at their expense, explaining at the time they knew it wasn't guaranteed. We

told them to hold every thing.

"Our wrecker was dispatched in 15 minutes. Meanwhile we rounded up a new engine for that car. We quickly installed it, after our man brought the couple back. Then they started out again for Ohio. We had no reason to think we'd ever see them again.

"However, they wrote back to friends here and told them all about it. The result was that we have sold cars to several of their friends. We figure we have gotten back all our money and then some."

There was another instance of this same sort of thing.

"A young man here was going to buy a car, but he wanted to buy it from a young friend of his who worked on a used-car lot," recalled Sutton. "His father told him that if he was going to put any money in his son's car, it would have to be bought from Sutton Pontiac. We sold the car on a 50-50 guarantee basis. It also threw a rod.

"The car was fixed up with a new engine promptly—at no cost whatsoever to the young man. We figured the car should have been better than it had been sold as being. The young man remarked that he understood then why his father, who had bought many cars from us in the past, felt as he did toward us.

"But that was not all. The young man told his friends about our action. Already three of them have purchased units from us. Again, we have gotten back our money and then some."

St. Louis '54 Car Show To Be Jan. 30-Feb. 7

THE 36th annual automobile show at St. Louis, Mo., will be held Jan. 30-Feb. 7 in Kiel Auditorium, it has been announced by C. F. McClure, Ford dealer, who is chairman of the show committee.

Other members of the committee are: A. H. Roeper, Ford; B. H. Roberts, DeSoto-Plymouth; Clark Compton, Nash; Harold Fehl, Studebaker; C. A. Gilbert, Buick; J. Rush James and Jack Kennedy, Chevrolet; L. M. Stewart, Chrysler-Plymouth, and L. W. Thoms, Pontiac.

Passenger-car horns manufactured by Delco-Remy Division of GM are tuned to musical notes E Flat and G to provide a pleasing tone and to carry maximum distance.



the RIGHT TAPPING SCREW at your fingertips!

1900 BRITE-PLATED PIECES 20 SIZES

LAMSON "SM-2" TAPPING SCREW ASSORTMENT

Here's a handy assortment of Tapping Screws designed to meet every body shop requirement. Twenty of the "most-used" sizes—1900 screws in all—always at your fingertips when you need them.

The sturdy partitioned steel cabinet is suitable for shop use or counter display. Your piece-by-piece sales profit is \$16.00. Prices and sizes plainly marked on the lid.

Ask your jobber for the Lamson "SM-2" Tapping Screw assortment. It's one of his "big sellers".

The LAMSON & SESSIONS Co.
1971 West 85th Street • Cleveland, Ohio
Plants at Cleveland and Kent, Ohio • Chicago • Birmingham

Lamson & Sessions

CAP SCREWS MILLED STUDS WHEEL BOLTS SEMI FINISHED NUTS TAPPING SCREWS

ONE OF THE WORLD'S LARGEST MANUFACTURERS OF AUTOMOTIVE FASTENERS

GM to Substitute Some Transmissions While Tooling Up Hydra-Matic Plant

GENERAL Motors has leased 1,500,000 square feet in the Kaiser Willow Run plant to re-establish volume production of its Hydra-Matic transmission.

The Livonia plant of its Detroit Transmission Division was destroyed by fire August 12.

While crews of men worked to salvage and rebuild machines from the burned-out plant to help re-establish volume production in the least possible time, emergency production of Hydra-Matics was undertaken by a system of subcontracting to suppliers throughout the country.

General Motors announced that it would continue production in the three affected divisions by increasing the output of cars with conventional transmissions and by adapting the Buick Dynaflo to Oldsmobile and Cadillac cars and the Chevrolet Powerglide to Pontiacs.

Production of Oldsmobiles and Pontiacs with synchro-mesh transmissions continued uninterrupted and production of Cadillacs was scheduled to be resumed early in September, according to reports from GM officials at press time. The Hydra-Matic has been standard equipment on Cadillac.

Engineers have adapted the Dynaflo to Cadillac's engine with "highly satisfactory results," it was stated by Don E. Ahrens, vice-president of General Motors and general manager of Cadillac.

Similar reports were received from top officials at Oldsmobile and Pontiac in regard to the substitute transmissions.

The 1954 models of Pontiac, Oldsmobile and Cadillac will be out as scheduled with Hydra-Matic, according to reports from Detroit.

The plans of other automobile manufacturers that use the Hydra-Matic were not completely clear at press time. Lincoln-Mercury indi-

cated that it would restrict production to Mercurys after its stock of Hydra-Matics was exhausted, probably around the first of September. Engineers were said to be working on an adaptation of the Merc-O-Matic for Lincoln cars.

With some Hydra-Matics on hand, Hudson was expected to step up production of cars with standard transmissions. Production of 1954 models is now under way at the Hudson plant.

There was no immediate comment from Nash and Kaiser.

Studebaker Sees Texas For Its Next Plant

The next plant built by The Studebaker Corp. will be situated in Texas, Harold S. Vance, president, told a dealer meeting in Dallas last month.

He indicated that the Dallas-Fort Worth area would get first consideration and commented, "Before we build a plant in Texas, it first must be decided whether it should be built in Dallas or Fort Worth."



MILLIONS
Of Early Model Cars
Can Now Be Restored
To Efficient Operation
By Installing This Part!

THE FAMOUS
National
**BUSHING & SEAL
ASSEMBLY**

**FOR DRIVE-LINE REPAIRS OF
MOST CHEVROLET CARS & PICKUPS
AND SOME GMC PICKUPS**

It's MONEY to YOU and to your customer when you install the National Drive Shaft Bushing & Seal Assembly. Exclusive features make possible quick, high-quality repairs at low cost.

Saves buying a NEW drive shaft because you RE-USE the old one... the new, greater bearing surfaces of this assembly use the unworn part of the old drive shaft. Repair can be made in 1 hour, without disturbing rear axle. You can restore cars & pickups to their original fine operating condition... models as far back as 1930. You can restore the inventory value of your own cars at least cost.

Like other National Parts, the Drive Shaft Bushing & Seal is "mileage-tested" and "performance-proven" by thousands of motorists everywhere... they have given their owners millions of miles of extra service. Build your repair profits with the National Line. Contact us today!

Sold Nationally By Leading Automotive Wholesalers!

NATIONAL MACHINE WORKS, INC.
P.O. BOX 4808 - MANUFACTURER AUTOMOTIVE PRODUCTS - DALLAS, TEXAS 6, U.S.A.

(Patented)

POST

(Cut-Away Shows Bronze Bushings)

"FIRST INSTALLATION"
"Standard" Bushing & Seal

Models: M-105, M-102, M-101
Chevrolet 1937-53 Cars & Pickups
Most GMC Pickups, 1937-50

- Insures minimum drive shaft whip, vibration and noise caused by loose bearing.
- New, stronger seal insures against possibility of transmission running dry.
- Prevents dilation of differential lubricant.

The New "Special Model" M-104 and M-106 Bushing & Seal Assemblies, Make Possible Multiple Repairs with Original Shaft On Both Standard Transmission & Power-Glide Models!

Chrysler Corp. Washes Out Rumor Of Plans for Southeastern Plant

A RUMOR which began circulating in Atlanta, Ga., last month to the effect that Chrysler Corp. was going to erect an assembly plant there was subsequently squelched by Detroit officials of that company.

It turned out that this same rumor has cropped up off and on

in the past, said these officials. It probably has stemmed each time from the fact that Chrysler owns a large tract of land at Hapeville, Atlanta suburb where the Ford assembly plant is situated.

"We get that rumor every now and then," one official was quoted as saying. "We have no plans for

setting up a plant there at this time, but there may come a time when we will find a need for one there."

FTC Issues Ruling On Plug Pricing

THREE spark-plug manufacturers were ordered to "cease and desist" from engaging in alleged discrimination in the price of their products sold for replacement purposes in a ruling handed down recently by the Federal Trade Commission.

The three firms involved are Champion Spark Plug Co., The Electric Auto-Lite Co. and General Motors.

The FTC charged that each of the companies had violated Section 2 (a) of the Clayton Act by selling spark plugs—and other parts and accessories in the case of GM—to competing purchasers, both direct and indirect, at differing prices.

The commission's orders prohibit the three manufacturers from discriminating directly or indirectly in the price of products of like grade and quality.

Champion and GM were ordered by the commission to cease entering into exclusive-dealing contracts, which would prohibit the purchaser from handling competitive products or which would involve a rebate or price fixing if the purchaser agreed not to handle competitive products.

B. F. Goodrich Expands Memphis Facilities

THE B. F. Goodrich Co. has started construction of a \$120,000 addition to its distribution center at Memphis, Tenn. The unit will accommodate about 35,000 additional tires.

When the warehouse is completed in about four months, it will service the firm's New Orleans district, as well as the Memphis district.

Frazer Dies in Nashville

James S. Frazer, Sr., 69, who had been a Chrysler-Plymouth dealer since the formation of Chrysler Corp., died last month in Nashville, Tenn. He started in the automobile business in 1910 and had sold several makes before becoming a Chrysler dealer. He was a past president of the Nashville Automobile Trade Association.

**You can now get
replacement generators with
genuine Ventilated Matched Coil
armatures!**

THE TAG TELLS YOU

that this generator is equipped with a genuine VENTILATED MATCHED COIL armature, rewound to original FACTORY SPECIFICATIONS.



THIS STAMP

appears on every genuine VMC armature. It is your assurance of superior quality for higher output and longer life. The coils are pre-formed as in original equipment — balanced, ventilated, matched — with original wire size and original number of turns.

DO NOT CONNECT
this generator to a terminal
TO THIS TERMINAL

Connect with a genuine
VENTILATED MATCHED COIL
ARMATURE

We guarantee our rewound to
FACTORY SPECIFICATIONS

**VENTILATED MATCHED COIL
ARMATURE**

NATION-WIDE SERVICE



Best of all replacement armatures

BUY THROUGH YOUR JOBBER

THE VMC SYSTEM, STATION D ATLANTA, GEORGIA

Some of the hundreds of dealers, garagemen and fleet maintenance mechanics who attended a recent brake clinic by Eubanks Auto Supply Co. at Augusta, Ga., are shown here. Among those officials present were Rey Garret, Johns-Manville manager for replacement sales; Pete Hatcher of Eubanks, Jake Andrews, J-M Atlanta district salesman, and Gene Cramer, J-M staff engineer. A barbecue dinner preceded the meeting.



Studebaker Dealers Set Own Handling Charges

STUDEBAKER dealers now will establish the amounts of their own preparation and handling charges to be included in their local delivered prices of new Studebaker cars, it has been announced by K. B. Elliott, executive vice-president.

Previously the factory had recommended the amount for such charges on a uniform basis for the entire country.

"We have found considerable variations in dealers' costs of preparation and handling in different cities and areas of the country," Elliott said. "This fact is recognized in our recommendation that each dealer determine what is a fair and reasonable charge in his particular case to be included in his local delivered price."

Tubeless Tire Output Reaches New High

PRODUCTION of tubeless tires is currently at an all-time high, according to William S. Richardson, executive vice-president of The B. F. Goodrich Co., which introduced the tubeless in 1947.

"More than 2,000,000 tubeless tires have been delivered to motorists and the present rate of production is double that of last year," he said.

While unit sales of all makes of passenger-car tires increased 34 per cent in 1952, tubeless tires gained 90 per cent, he asserted.

Willys Names Moore

O. A. Moore, a former regional sales manager for Willys Motors, Inc., has been named to head up sales in Region 1 of the Kaiser-Willys Sales Division of Willys Motors, Inc. The region includes Virginia, West Virginia, Delaware, and the District of Columbia.

**YOU'RE SURE
of SATISFACTION with..**

**HASTINGS
REBUILT PARTS**

Rebuilder of,

- GENERATORS
- ARMATURES
- PRESSURE PLATES
- CARBURETORS
- STARTER BENDIX
- STARTERS
- FORD DISTRIBUTORS
- CLUTCH DISCS
- FUEL PUMPS
- BONDED BRAKE SHOES

BUY THROUGH YOUR JOBBER

The **Hastings
Company**
KING, N. C.

Linkage Power Steering Goes into Production

A LINKAGE-TYPE power-steering unit for those units where a front-end linkage unit is needed is now being produced by Gemmer Manufacturing Co. for factory installation on passenger cars.

Called the Hydraguide linkage unit, it is a companion to the Hydraguide integral type, not a replacement.

The unit operates from the pitman arm of the conventional steer-

ing gear. The valve system is at the middle. The piston rods are fixed to the car frame.

The cylinder and valve system move right or left as pressure oil is admitted to the respective ends. Pressure oil is supplied by a pump driven by the engine.

Road feel is retained, the manufacturer said, and front wheels are fully self-righting after the vehicle has made a turn.

In case of oil-pressure failure, the system reverts automatically to manual steering.

Texas Group to Hear Williams and Rude

WALKER A. Williams, vice-president in charge of sales and advertising for Ford Motor Co., and Alan G. Rude, vice-president of Universal C.I.T. Corp., will be two of the principal speakers at the annual convention of the Texas Automotive Dealers Association, to be held Oct. 4-6 at Hotel Texas, Fort Worth.

A forum discussion of local problems will be another highlight of the program. Four capable Texas dealers will take part in the discussion, which will be moderated by Frank Gillespie, third vice-president of TADA.

Robert S. Armacost of Kansas City, president of the National Automobile Dealers Association, will address the meeting.

The lighter side of the convention will begin with a fellowship hour in the Texas Hotel Sunday, Oct. 4. The annual dinner, floor show and dance on Tuesday night will be a high point of the festivities.

A special program of activities is being planned for ladies attending the meeting, President E. A. Kinsel announced.

Ford Says "Hush" To Truck Pop

A "DEPOPPING" device that is said to eliminate loud exhaust noises from heavy-duty trucks when slowing down or going down grades has been placed in production by Ford Division.

The device has been built into the carburetor of Ford's 1953 heavy-duty models powered by V-8 OHV Cargo King engines. It can be installed in 1952 Ford trucks in this class by replacing the carburetors.

The popping condition is characteristic of all heavy gasoline trucks when the truck's engine is being pushed or motored against a closed throttle, according to W. E. Kimbrough, Ford truck sales manager.

With the throttle in closed or idle position, the popping noise is eliminated by upsetting the idle fuel mixture to a point where it is not capable of supporting combustion. This is done by controlling the air intake with the "depoping" device.

The popping noise is objectionable to motorists and residents of the areas through which trucks pass, Kimbrough pointed out.



THE **Anthes** LINE



Anthes

ALL-STEEL
SPLASH GUARDS

for

Heavy-duty, Long-life Dependability

Constructed entirely of steel, Anthes splash guards are a real piece of equipment. Made of 18 gauge steel they outlast ordinary flimsy guards many times. Embossed chevrons and embossed edges add greater strength. Ten-gauge steel mounting brackets are designed with an "automatic stop" which prevents guard from swinging forward too far. Available in 30", 36" and 40" sizes. Meet all state law requirements. Order from your jobber or write Anthes Force Oiler Co.,



Aluminum paint finish with black enamel chevrons for greater visibility



Two, 1/4" steel rods welded to the guard permits free swing to rear.

Anthes

THE FIRST LINE OF SAFETY

... and proud to serve the safest
drivers on the road!

Tax Which Accessories? Here's N. C. Answer

A LIST of automobile and truck accessories that are subject to state sales tax or are non-taxable has been published by the North Carolina Automobile Dealers Association. It was compiled from rulings by the Sales Tax Division in that state.

The classification applies only at the time of sale of a car or truck. Accessories sold separate and apart at any time are taxable at the retail rate, under state rulings.

Items included in the list are:

Taxable

Exhaust deflector
Heater and defroster
Radio and antenna
Windshield washer
Visor vanity mirror
Rear bumper trunk guard
Front bumper grille guard
Outside rear-view mirror
Fog lights
Hood ornaments
Seat covers
Vent shades
Tissue dispenser
Bumper ends
Windshield sun visor
Rear fender skirts
Undercoat (materials taxable on purchase price)
Porcelainize (materials taxable on purchase price)
Air-conditioning units

Non-Taxable

Deluxe steering wheel
Directional signal
Back-up lamp
Rear-view mirror
Glove box lamp
Luggage compartment lamp
Ash tray
Floor lamp
Electric clock
Bumper guards (buffer)
Air cleaner
Automatic transmission
Two-tone paint
Tire changes
Chrome wheel discs
Oil filter
Special upholstery
Hydraulic window and seat regulator
Non-glare safety glass (tinted)
Power steering
Dynaflo transmission
Powerglide
Fluid Drive
Special paint
Foamtex cushions
Hydraulic controls
Oil-bath air cleaner
Cigarette lighter
Rear fender stone shields
Underhood lamp
Power brakes
Solid wire wheels

Rankin Heads Dealers

R. Grady Rankin, Jr., has been elected president of the Hendersonville (N. C.) Automobile Dealers Association.

400 "Antiques" to Run In Old-Car Festival

MORE than 400 old cars will participate in the Old Car Festival at Greenfield Village, Mich., Sept. 19 and about 350 of the hardy antiques will make the 1953 Glidden Tour from Cleveland, Ohio, to Detroit.

The original Glidden Tours were held from 1905 to 1913 to help convince people that the automobile was a dependable means of transportation here to stay.

This year's tour includes more than 70 makes of cars from 23 states. Cars built before 1905 will be permitted to ride in trailers over the highways, but must participate in parades under their own power. The "late models" must cover the full distance under their own power.

The festival, which concludes the tour, will feature such things as cranking, tire-changing and slow-driving competitions. Awards will be given for the most authentic restorations of the old cars.

GUARANTEED MONEY MAKER



"Try this machine in your shop for 30 days using my merchandising plan . . . if it doesn't grind as fast and accurately as we say and if you don't make money, return it and I'll refund your money and pay the freight both ways." *Pat Peterson*

OVER 2000 MACHINES SOLD ON THIS BASIS

8 OUT OF 10 USERS SAY...

"IT'S THE MOST
PROFITABLE
MACHINE
IN MY SHOP"



**THE NEW MODEL 50
PETERSON SURFACE GRINDER**

• Engine rebuilders have re-ground more than 50,000 heads with no bearing trouble or time lost for adjustment because of Peterson's . . .

**EXCLUSIVE, PATENTED
"VIBRA MOTIVE"
MOTOR MOUNTING**

It eliminates chatter and protects motor bearings. The whole unit is cushioned when grinding heavy blocks. LARGE INDUSTRIAL FACTORIES say accuracy is much better with the Peterson Surface Grinder than large milling machines formerly used. There is no distortion due to clamping. Use larger Model 72 (72" table top) for work on industrial engines and extra heavy castings.

15 YEARS OF STEADY IMPROVEMENT MAKE THIS GRINDER ONE TO BE COPIED... BUT NOT EQUALLED!

For Complete Information
Write, Wire, or Phone TODAY!

**WITH AN UNTRAINED
OPERATOR YOU CAN**

MAKE \$18.00 AN HOUR!

...grinding heads to .001 accuracy in 10 minutes or less and blocks in 2 or 3 minutes. Grind flat flywheels, pressure plates, manifolds, carburetors, and pump bases and small castings by circulating them around the grinding wheel, half on the table and half on the stone, thus obtaining high accuracy similar to lapping on a surface plate.

**CHECK THESE
FEATURES**

- ✓ DOUBLE DUST COLLECTOR with "Cyclone" suction plus triple fibro glass filter unit.
- ✓ FAST, ACCURATE cut with level stone.
- ✓ TIP-TOE ADJUSTMENT
- ✓ NO SET-UP needed.
- ✓ ANY MAN can operate.

PETERSON WELDING LABS., INC.

If...

you're getting driver-gripes about braking . . .

it's time to match
the braking to the load
with **Bendix***

Hydrovac
the "Load Rated."
POWER BRAKE.

Information as to the local sources for this service can
be obtained from the following Central Distributors:

Birmingham Electric Battery
Avenue B & 23rd Street, South
BIRMINGHAM, ALABAMA

Harris Automotive Service, Inc.
525 Peters Street, S. W.
ATLANTA, GEORGIA

Spencer Electric, Inc.
40 West Beaver Street
JACKSONVILLE, FLORIDA

Spencer Auto Electric, Inc.
607 East Cass Street
TAMPA, FLORIDA

Carolina Rim & Wheel Company
306 North Graham Street
CHARLOTTE, NORTH CAROLINA

Automotive Electric Serv. Co., Inc.
982 Linden Avenue
MEMPHIS, TENNESSEE

Dixie Wheel Company, Inc.
916-18 North Blvd.
RICHMOND, VIRGINIA

load-rat'ing (lōd-rāt'ing), n. The method
by which the Vacuum Power brakes of
a truck are matched to the load carried;
as the changeover to a larger Hydrovac*
and master cylinder when
loads carried exceed the
rated capacity of the truck.



*REG. U. S. PAT. OFF.

Bendix

PRODUCTS
DIVISION

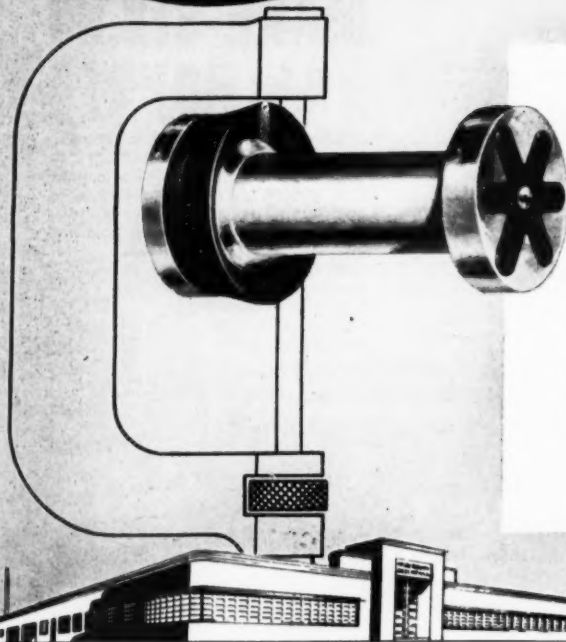
SOUTH BEND
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Export Sales: Bendix International Division, 205 East
42nd St., New York 17, N. Y. * Canadian Sales:
Bendix-Eclipse of Canada, Ltd., Windsor, Ontario, Canada

Bendix
AVIATION CORPORATION

Pilot

Hydraulic Brake Parts



precision engineering
*your assurance of
quality and dependability*

In every part of the country, Pilot hydraulic
brake parts and universal joints are proving
their unsurpassed worth. This success is not a
coincidence . . . but the result of precision
manufacture. Tested and proved in the laboratory
and on the road, Pilot parts have come to
mean efficiency, trouble-free service.

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parts
catalog**

Send for a copy of this colorful,
descriptive catalog. It will help you
buy right—service better. Write
for it now . . . IT'S YOURS FREE!

MOTIVE EQUIPMENT MANUFACTURERS, INC.
5253 W. Roosevelt Rd., Chicago, Ill. • A Halperin Industry

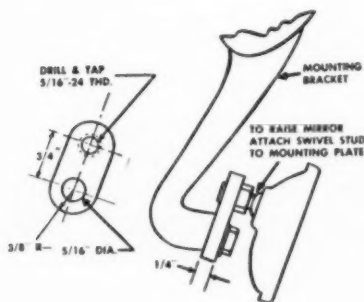
Adjusting the Plymouth Rear-View Mirror

THE following item on adjusting the rear-view mirror on Plymouth cars was contained in the August issue of *Plymouth Product Information News* and may interest servicemen:

Because of the differences in height of individual drivers, it may sometimes be desirable to raise or lower the rear-view mirror to allow clear all-around vision. However, care should be exercised in raising the mirror so that rear vision is not obstructed.

A check may be made with the owner in the driver's seat to test for adequate rear vision.

Using a piece of 1/4" thick stock, drill and tap one hole as indicated for attaching the mirror swivel



stud. Attach the other end of the bracket to the mounting plate with 5/16"-24 bolt and lockwasher. Metal mounting plate allows rear-view mirror height adjustment to be made.

After the installation, paint the mounting plate and attaching bolt the same color as mirror and bracket.

Heat Pump Progress Goes Steadily on

PROGRESS in the field of heat pumps was evidenced in the announcement last month that Westinghouse will begin production of a unit for homes that will automatically provide heating in winter and cooling in summer.

Automotive men have been interested in developments in practical heat pumps and some of them predict that a heat pump for cars eventually will take the place of conventional heaters and air-condition the car as well.

The automotive heat pump probably would tie in with the manifold, it has been predicted.

Driver-Training Cars Reach All-Time High

AN ALL-TIME high of 6,400 cars, valued at \$12,800,000, was provided by new-car dealers for high-school driving training during the 1952-53 school term, it has been announced by the Inter-Industry Highway Safety Committee.

The 6,400 cars represented an increase of 400 over the previous school year and an increase of 1,900 since the 1949-50 school

year, W. F. Hufstader, chairman of the committee and vice-president of General Motors, reported.

Powers Joins Packard

Ray P. Powers, formerly general manufacturing manager of Lincoln-Mercury, has been elected vice-president of Packard Motor Car Co. to succeed George C. Reifel, who is retiring after 40 years with Packard. Before going to Lincoln-Mercury in 1949, Powers had been with General Motors.

SEND FOR THIS
SAMPLE BOOK
OF **HORCO**
FABRICS FOR
CUSTOM SEAT
COVERS

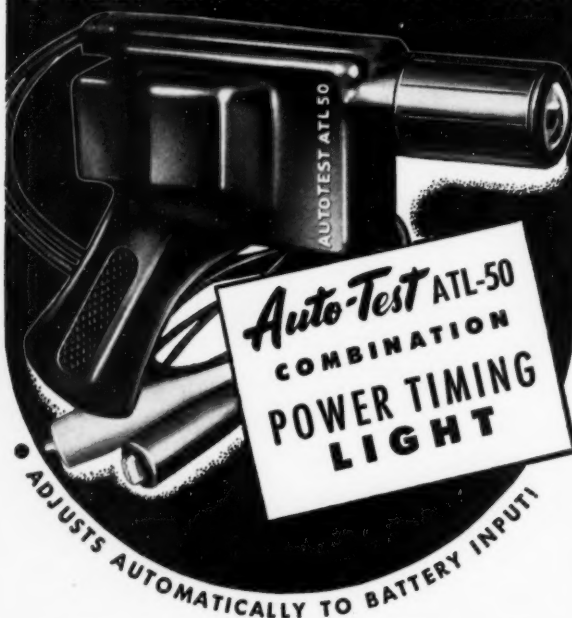
These outstanding fabrics are perfect for making custom seat covers which are different.

Horco coated fabrics are waterproof, stainproof and flame resistant. They resist oils, greases, acids, salt water, etc. They are available in a wide variety of beautiful colors.

SEND FOR YOUR SAMPLE BOOK TODAY.

Manufactured by **HODGMAN RUBBER CO., FRAMINGHAM, MASS.**
DISTRIBUTED BY
ADMIRAL FABRICS
22 E. 21st St., NEW YORK 10

World's Finest TIMING LIGHT NOW OPERATES ON BOTH 6-VOLT and 12-VOLT SYSTEMS



HERE'S YOUR ANSWER to the rising trend toward 12-volt systems in passenger cars and trucks! The same top performance that has made AUTO TEST Power Timing Lights the favorite for years—now available in a completely automatic combination unit that works equally well on both voltages! No setting—no adjustment! Built-in Voltage Selector automatically adjusts to either circuit for fast, accurate timing.

Exclusive New "HI-SPEED" TESTING

Lets you test engines at speeds up to 2500 r.p.m. and higher—without affecting engine operation!

PLUS ALL
THESE SUPERIOR
AUTO-TEST FEATURES

Order from your Jabber—or
Write Direct for Full Details.

Auto-Test

INCORPORATED
600 S. MICHIGAN AVE.
CHICAGO 5, ILLINOIS

- UNBREAKABLE NEOPRENE CASE—Balanced pistol-grip design, light-weight, resists oil and grease.
- BRILLIANT STROBOSCOPIC BULB. Easily removed and replaced.
- LONG, FLEXIBLE NEOPRENE-COVERED LEADS.
- GUARANTEED FOR ONE YEAR.

ALSO AVAILABLE
Famous Auto-Test Power Timing Lights for either 6v or 12v Systems.

change
from
cord to

Cordomatic

TROUBLE LIGHT REELS

GIVES YOU LIGHT
WHEN YOU WANT IT—
WHERE YOU WANT IT!

\$9.95

FOR 20 EXTENSION MODELS

25 MODELS—\$14.95

40 MODELS—\$19.95

✓ MODERN ✓ EFFICIENT
✓ ECONOMICAL

No more tangling in a clumsy wire "booby trap" that's always in your way, causing short tempers and painful accidents! Save time, trouble and money the Cordomatic way. Cordomatic works like a window shade—just pull out the length of cord you need, and it locks in place automatically! A flick of the wrist, and z-z-zip, it rewinds itself. One Cordomatic Trouble Light Reel will outlast many ordinary drop cords.

Available Through Your
Local Automotive Jabber

Cordomatic DIVISION OF THE VACUUM CLEANER
CORP. OF AMERICA
PLANT NO. 2: CROSKY ST. & INDIANA AVE.
PHILADELPHIA 32, PENNA.



No installation costs. Just
hang up, plug in!

Footproof "Gravity
Action" Recoil Mechanism . . . locks at any
desired length!

U/L Approved #18-2
S.V.O. Neoprene jacketed,
kink-proof cord! Oil and
water resistant.

New "Stubby" Handle!
100% Neoprene with
protector ears.

New type "swing open"
guard.

Unconditionally guar-
anteed for one year!



CAMEL Unitized TIRE PATCHES

for the new flexible low pressure tires

ENTIRE CAMEL TIRE PATCH
IS CURED AT ONE TIME

- Guaranteed, permanent tacky facing.
- Facing is cured (not cemented) to body of the patch to prevent separation.
- Light weight, high tensile cord to run best.

- All new materials, no reclaimed fillers.
- Low pressure, cord angle construction.
- All cord ends embedded in live, crude rubber to prevent chafing.
- Seven sizes from nail hole up.



Write on
your letterhead
for a free
sample

Manufactured
by

H. B. EGAN
MANUFACTURING CO.
MUSKOGEE,
OKLAHOMA

Bearing "Slide Rule" Shows Right Size

A "SLIDE rule" that gives automobile mechanics finger-tip selection of the proper Moraine engine bearings for General Motors cars, trucks, buses and diesel models is now being distributed by United Motors Service Division.

The slide-rule selector identifies by number more than 600 bearing applications. It is designed to save mechanics the trouble of leafing through a catalog to find the correct bearing number.

The selector is 4" wide and 9½" long, so that it is easy to use and easy to store. It gives the correct original-equipment connecting rod, camshaft and main bearing sizes for the models that it covers.

Attached to the slide rule is a convenient "flip card" that converts General Motors parts numbers to Moraine numbers for easy identification by jobber salesmen and countermen. The selector is easy to use.

Floridians to Hear Motley and Bell

FREDERICK J. Bell, executive vice-president of National Automobile Dealers Association, and Arthur H. "Red" Motley of Parade Publications will be two of the featured speakers at the annual convention of the Florida Automobile Dealers Association, to be held Oct. 25-27 at the Sheraton Beach Hotel, Daytona Beach.

A used-car clinic and a question and answer period on sales will be other highlights of the program.

Tom Collins of Kansas City, Mo., will be the banquet speaker and John W. Mock of Evanston, Ill., will also address the convention.

The lighter side of the meeting will include a fish fry, banquet, dance and special events for the ladies, as well as a chance to enjoy the beach.

Nash's Central Office Moved to St. Louis

HEADQUARTERS for the Central Division of Nash Motors Division have been transferred to St. Louis, Mo., with R. R. Compton as central sales manager.

Formerly operating out of Detroit, the Central Division covers zone offices at Dallas, Kansas City, Memphis, Oklahoma City, St. Louis and five other cities.

Ford Division Names Hubbs and Hickl

RUDY W. Hickl has been appointed merchandise manager for the Ford Division and Hazlett D. Hubbs has been named assistant parts and accessories manager.

Hubbs formerly was parts merchandise manager and Hickl headed the accessories department.

Fruehauf Names AEC Head


Gordon E. Dean, who recently retired as chairman of the United

States Commission on Atomic Energy, has been elected a director of Fruehauf Trailer Co.

Dodge Advances Witham To Greensboro Region

WILLIAM H. Witham, formerly district truck manager for Dodge Division at Columbia, S. C., has been promoted to regional truck manager at Greensboro, N. C.

He will cover North and South Carolina and parts of Virginia, Tennessee and West Virginia.



Install

TIE ROD ENDS

*Made by MASTER Craftsmen
Used by MASTER Mechanics*



4 WAYS BETTER

1. ROLLED THREADS — 15% stronger, longer-lasting, easier to install.
2. PHOSPHOR BRONZE SEAT — less friction, longer wear.
3. PATENTED BALL BEARING Construction — always centered, won't "freeze."
4. NEOPRENE WASHER and Dust Shield keep out dirt and grit.

Also a Complete Line of
KING BOLT SETS



WRITE FOR CATALOGS AND PRICES TODAY!

MASTER PARTS DIVISION

AIRTEX PRODUCTS INC. • FAIRFIELD, ILLINOIS

These 2 Sparton products
can expand your markets

SELL THE PRACTICAL HORN
FOR TODAY'S TRAFFIC

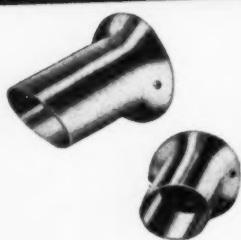


The Sparton Tornado

You'll find that the Tornado *sells itself* to customers who are told the facts. And *these* are the facts: The Tornado is an all-electric, twin-trumpet air horn . . . perfect for cars, trucks, buses, boats. Streamlined design. Brass, chrome-plated—has stainless steel diaphragm—rugged construction. It is easily installed by simple connection to the electrical system. No tanks, pipes, compressor or motor tapping. No maintenance problems. Full warning power as long as there's juice in the battery.

Stock the Tornado, know the facts, and the air horn market is *yours*. Write for Catalog Sheet A29-1A.

SELL THE CUSTOM-STYLED...



New Twin Jet Backup Lamps

Here's a brand new accessory to appeal to "Hot-Rod" fans, and every driver who goes for that sleek, continental look. Practical backup lamps housed in twin pipes that look like chromed dual exhausts. Lamps attach easily to rear deck, add a custom appearance to *any* car. Packed by pair in attractive counter display carton. Announced nationally in the August issue of *Hot Rod*, so get ready now! Write or wire direct.

Buy U.S. Defense Bonds
Today . . . For Your Future
Security Tomorrow

MAKERS OF QUALITY
AUTOMOTIVE EQUIPMENT
SINCE 1900



WHEEL WEIGHTS



"The Quality Line"

A TYPE and SIZE for EVERY APPLICATION

SEE YOUR JOBBER OR WRITE FOR CATALOG

TURNER Manufacturing Co.
KOKOMO, INDIANA, U.S.A.



QUALITY BORE JOBS ARE ALWAYS POSSIBLE!

IF YOUR CUTTERS ARE AT THE
MAXIMUM SHARPNESS REQUIRED
FOR THE CARBIDES.

ONLY Stadoil Diamond Lapping Oil lubrication on
your diamond wheels assures that degree of sharpness.



Since 1935
the standard
of all quality
jobbers shops.

The green
lubricant in
the green
container.

All jobbers know of Stadoil and quality jobbers are all using Stadoil Diamond Lapping Oil. Tell your jobber you desire the best, ALSO. If your jobber will not supply you, send us your order and your jobber's name. Sizes 1/2 pint, pints, quarts, 1/2 gallon and gallon sizes.

STADOIL MANUFACTURING COMPANY
EL MONTE 4, CALIF.

HONE-ROUGE for those cylinder finishes you have always sought, is also a product of ours. Used by thousands.

New Mexico Association To Hear Farrington

CHARLES J. Farrington, assistant to the president of the National Automobile Dealers Association, will be one of the principal speakers at the annual convention of the New Mexico Automotive Dealers Association, to be held Sept. 17-19 at the La Fonda Hotel, Santa Fe.

H. L. Galles, Albuquerque, is president of the association. Thomas E. Walkey, Silver City, is vice-president and Thomas C. Closson, Jr., Santa Fe, is treasurer. William Randolph is general manager.

"Red Hat" Truck Day Observed by Dodge

MORE than 4,100 Dodge dealers participated in "Red Hat" day on Sept. 2, aimed at having each salesman sell the Dodge truck he was driving during the day. The salesmen wore red baseball caps and bandanna handkerchiefs as identification.

Newspaper and radio advertising, as well as signs, explained to prospective truck buyers the reason for the red hats.

Buyers were urged to stop any salesman and make him an offer on the Dodge truck he was driving.

Former Dallas Manager Promoted by Pontiac

JOHN C. Jamieson, who for a time was Dallas zone manager for Pontiac Motor Division, has been named assistant general sales manager of the division.

After leaving Dallas, he became Midwest regional manager in 1950. Most recently he had been Pacific regional manager.

NAITD to Hear Kaufman

Zenn Kaufman, author and sales consultant, will be one of the featured speakers at the annual convention of the National Association of Independent Tire Dealers, to be held Oct. 11-14 at Cincinnati. His subject will be "Showmanship in Business."

Louis McQuay Succumbs

Louis E. McQuay, 72, one of the founders of McQuay-Norris Manufacturing Co., died recently at his summer cabin at Chautauqua, Ill.

Car Dealers' Employees Frolic in Virginia

APPROXIMATELY 200 employees of 20 automobile dealers in Fredericksburg, Quantico and Stafford, Va., gathered for a picnic at Belvedere Beach last month.

The outing was sponsored by the Rappahannock Automobile Dealers Association, with Nevin C. Johnson and Charles H. Beck in charge of arrangements.

Beginning with swimming, boating and a crab feast in the after-

noon, the annual outing concluded with dinner and dancing.

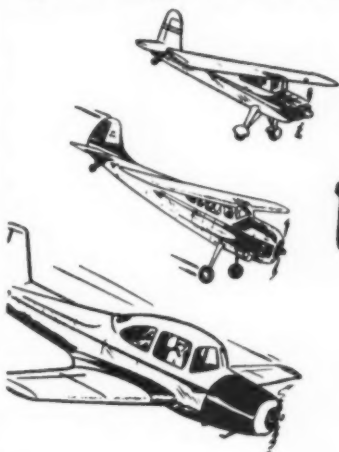
Tennessean Named for Trucks

Charles T. Connor has been named manager of the South-Central district of Twin Coach Co. He will headquarter at Knoxville, Tenn., and cover an area that includes Tennessee, western Kentucky, northern Mississippi and northwestern Arkansas. He formerly was with International Harvester.

You get more to Start with Rebat

NO GADGETS . . . NO GIMMICKS

Performance pays off



Through the years, Rebat Aircraft Batteries have been original equipment in most personal aircraft. Rebat performance . . . proven in the air as well as in the cars of millions of motorists . . . brings customers back where they get more to start with. Sell Rebat's proven performance at popular prices. It pays off in profits.



For details write direct or contact your nearest Rebat representative.

Advertised in Saturday Evening

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every month.

Country Gentleman every other month

READING BATTERIES, INC.

READING, PENNSYLVANIA

representatives

LAWRENCE M. HIRSIG & CO.
Jacksonville 7, Florida

RICHARD LAWRENCE
Lynchburg, Virginia



New solvent cuts cost— cleans twice as fast

THE MAN ABOVE is spraying dirt away with Oakite Composition No. 8, mixed one to four with kerosene. That's the combination that's brought these enthusiastic reports:

"Cuts cost of charging cleaning tank from \$26.00 to \$5.20." (cleaning oil filter cartridges)

"Cleaning time cut in half" (cleaning oil pans, parts)

An excellent all-around cleaner, Oakite Composition No. 8 may be mixed with petroleum distillates or water to form stable, long-lasting cleaning solutions. It may be used hot or cold—in tank, spray, or washing machines. It has these other advantages, too:

- High flash point—reduces fire hazard
- No unpleasant odor
- Safe on all metals
- Does not spot paint

Try it yourself. Ask your local Oakite man, or write for free service report.

OAKITE PRODUCTS, INC.

52F Rector St., New York 6, N. Y.

SPECIALIZED INDUSTRIAL CLEANING
OAKITE

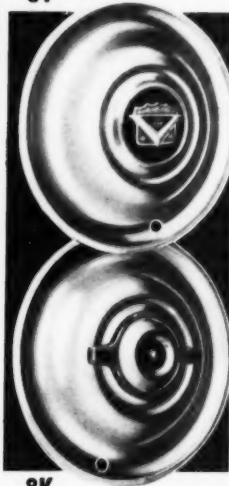
MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U. S. & Canada

NAMSCO, INC.

NAME CHANGED FROM NATIONAL WHEELS and PARTS MFG. CO., INC.

NEW No. 8 SERIES ONE PIECE WHEEL COVERS 8V



8K

National

Is the Top Quality Line—supplying the automotive trade for over 20 years with a complete line of:

- ONE PIECE WHEEL COVERS
- HUB CAPS for all REPLACEMENTS
- CHROMIUM PLATED GAS CAPS
- RADIATOR CAPS
- CHROME PLATED WHEEL RIMS
- WHEEL BOLTS & NUTS

NAMSCO, INC.

333 31st AVENUE BELLWOOD, ILLINOIS
(Chicago Suburb)



ACCURATE WHEEL WEIGHT

THE BEST in engineering design, finest materials and years of manufacturing know-how are combined to give you the truly ACCURATE weight.

NO SLIP—NO FLEX—After a few jars and scrapes against curbs ordinary wheel weights flex and slip on the rim . . . not with ACCURATE. Accurate weights are specially designed to eliminate this by a special setting of the clip.

GET THE FACTS about the ACCURATE line which also includes castor shims, flat spacer rings and the new contour spacer rings for coil spring knee action.

SOLD ONLY THRU JOBBERS

ACCURATE WEIGHT MANUFACTURING COMPANY
P. O. Box 1063 AMERICUS, GA.

FACTS!

1. Over 300 advertisers are placing their announcement before the jobbers, dealers, garages and service stations of the nineteen Southern and Southwestern states.
2. The 30,000 copies of this issue reach over 5,500 towns and cities in the South. This means a very thorough coverage of the small town trade as well as that of the larger cities.
3. This is very important to advertisers, jobbers and distributors because over 71% of the cars in the South are owned and operated in and around towns of 25,000 population or less.

Southern Automotive Journal
Atlanta, Georgia

Registrations of Vehicles in South Climb 2.6 Per Cent over '52 Totals

REGISTRATION of motor vehicles in 16 Southern states and the District of Columbia have increased 2.6 per cent over the 1952 total, according to estimates by the Bureau of Public Roads of the U. S. Department of Commerce. Only the western states reported a higher percentage increase.

Total vehicle registrations will reach 54,700,000 by the end of the year, it was predicted, giving an average of one motor vehicle for every three people.

Passenger cars are expected to number 45,035,000, a 2.8 per cent increase over 1952 for the nation as a whole. Trucks and buses will increase 2.4 per cent to a total of 9,674,000 units.

The growth in number of vehicles follows generally the rise in population by regions since the 1950 census, the bureau reported.

Maryland, Washington, D. C., and Nebraska were the only areas reporting a decrease from 1952 to 1953 and all three decreases were less than one per cent. More than one half of the Southern states were above the national average.

Total motor-vehicle registrations by states were:

State	Reg. 1952	Est. 1953	Per Cent Change
Ala.	777,285	810,000	4.2
Ariz.	330,054	351,000	6.3
Ark.	505,281	513,000	1.5
Calif.	5,154,326	5,405,000	4.9
Colo.	621,627	642,000	3.3
Conn.	789,483	813,000	3.0
Del.	122,232	127,000	3.9
Fla.	1,178,682	1,214,000	3.0
Ga.	1,021,722	1,054,000	3.2
Idaho	290,529	298,000	2.6
Ill.	2,841,125	2,894,000	1.9
Ind.	1,529,876	1,564,000	2.2
Iowa	1,090,358	1,104,000	1.3
Kan.	921,476	937,000	1.7
Ky.	855,929	873,000	2.0
La.	755,590	782,000	3.5
Maine	287,525	295,000	2.6
Md.	779,545	777,000	-0.3
Mass.	1,376,058	1,401,000	1.8
Mich.	2,566,628	2,677,000	4.3
Minn.	1,217,201	1,248,000	2.5
Miss.	524,062	539,000	2.9
Mo.	1,332,747	1,347,000	1.1
Mont.	282,578	294,000	4.0
Neb.	619,693	617,000	-0.4
Nev.	94,178	99,000	5.1
N. H.	181,497	188,000	3.6
N. J.	1,746,068	1,789,000	2.5
N. M.	271,848	288,000	5.9
N. Y.	3,980,527	4,056,000	1.9
N. C.	1,171,015	1,216,000	3.8
N. D.	285,128	289,000	1.4
Ohio	3,021,633	3,094,000	2.4
Okla.	891,473	910,000	2.1
Ore.	711,982	725,000	1.8
Pa.	3,266,830	3,362,000	2.9
R. I.	270,983	277,000	2.2
S. C.	686,270	711,000	3.6

S. D.	299,909	304,000	1.4
Tenn.	933,900	946,000	1.3
Texas	3,155,337	3,258,000	3.3
Utah	273,313	285,000	4.3
Vt.	125,875	128,000	1.7
Va.	1,034,011	1,057,000	2.2
Wash.	988,849	1,019,000	3.0
W. Va.	497,313	501,000	0.7
Wis.	1,249,265	1,279,000	2.4
Wyo.	156,097	160,000	2.5
D. C.	193,657	192,000	-0.9
Total	53,258,570	54,709,000	2.7

Goodyear Tire Completes Warehouse in Alabama

COMPLETION of what may be the largest industrial warehouse in the South, situated at Gadsden, Ala., has been announced by Goodyear Tire & Rubber Co., Inc.

The 1,000-foot by 400-foot building will serve sales districts at Birmingham, Atlanta, Charlotte, Richmond, Jacksonville, New Orleans and Memphis. More than 100 employees will handle the warehousing operations for the company at this installation.

MONKEY GRIP

CASING REPAIRS

FITS ALL INJURIES

EXTRA STRONG

TOUGH CORD CONSTRUCTION

ALL NEW MATERIALS

EXTREMELY FLEXIBLE



Monkey Grip "Blunt Diamond" casing repairs fit all tire injuries. Make permanent roadside repairs and are excellent for vulcanized or sectional mold repair. "Feather Flex" reduces bumping to a minimum. Seven sizes (4" x 2 3/4" to 16" x 11"). Colorful label gives full instructions for use.



CROSS SECTION OF PATCH SHOWING CORD CONSTRUCTION

SIZZLE PATCHES



Filler Tabs for tube injury and souped-up sizzle board for faster firing. Two sizes fill all needs, fit all clamps.

Feather Flex AUTO MATS



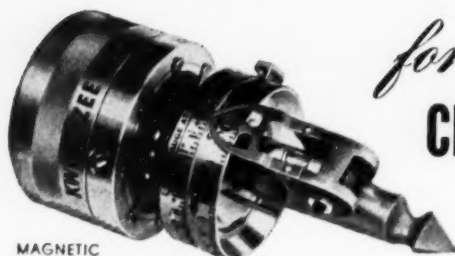
TWO MODERN DESIGNS **FIVE BEAUTIFUL COLORS**

You'll Make MORE PROFITS With The COMPLETE MONKEY GRIP LINE!



MONKEY GRIP SALES CO.

5320 HARRY HINES BLVD. • DALLAS, TEXAS



MAGNETIC
CAMBER, CASTER, TOE, MICROMETER

for Precision Wheel Alignment
CHECK and CORRECT

with
KWIK-EZEE INC.

17 W. 60th STREET, N. Y. C.



THE
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SHIM

REPRESENTATIVES:

Mrs. of Precision Wheel Aligning Products

Ga., Tenn.
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Va., N. C.
S. C.

RALPH B. SEYMOUR
P. O. BOX 812
RALEIGH, N. C.

Florida

FOREST E. SHAMBOUGH
6000 S.W. 8th STREET
MIAMI, FLORIDA

Nobody throws away a
pair of shoes when the
shoe laces break....

*no need, either, to
junk those faulty
tail pipes! Repair them easily with
Quaker Supreme-TAIL PIPE
REPAIR KIT!*



**4 numbers give
100% coverage!
No inventory problems**

Install it in 5 MINUTES! Remove rotted
tail pipe end with hack saw. Slip TAIL
PIPE REPAIR KIT over old tail pipe; move
back until the rear is even with bumper,
tighten repair kit clamp and refasten tail
pipe hanger. It's the hottest PROFIT
MAKER in the industry! Packaged
individually boxed or in assortments.

SOUTHEAST REP.: L. M. HIRSIG CO. ★ SOUTHWEST REP.: HIRSIG-FRAZIER CO.

Quaker Supreme Chemical Corp.
MONTGOMERY • ALABAMA

**YOU'VE TRIED THE REST BUT,
HAVE YOU TRIED THE BEST?**

TRU-TORQUE

TT-095 FOR

Plymouth, Dodge, DeSoto and
Chrysler wheel cylinders 1946
thru 1953. Proven over a
period of 5 years by millions.

Guaranteed Satisfaction—Ask
your jobber or clip this ad to
your bill head and send to
factory for data.

OVER 3,000,000 IN USE
Most economical — Never a
comeback. Ask anyone who
has used them.



TT-095
LIST PRICES
\$1.92
per wheel set
\$7.62
per kit
(one car set)

OTTO-ITEMS, INC. 4390 OLIVE ST.
ST. LOUIS 8, MO.

Insist on VELLUMOID!

It Pays in the Long Run!

An overhaul job can be ruined by a defective
gasket. Don't take chances . . . use **VELLUMOID**
on all oil, water and gasoline connections.

Southeastern Representatives
Lawrence M. Hirsig Co., Jacksonville 2, Florida

Will Tennesseans Sail The Bounding Main?

DAVID P. "Doc" Whelchel, executive vice-president of the Tennessee Automotive Association, last month queried his members to learn if they were in favor of a convention cruise in 1954.

Results of the poll are to be discussed at the 1953 convention, to be held Oct. 18-20 at the Buena Vista Hotel, Biloxi, Miss.

"Several itineraries have been suggested to Bermuda, Nassau, Havana and other Caribbean spots," Whelchel said. "A cruise lasting from five to seven days would cost an average of \$25 to \$35 per day per person, depending on accommodations."

It would also be necessary to leave from Norfolk, New Orleans or a similar port, Whelchel pointed out.

The South Carolina Automobile Dealers Association, which will hold its 1954 convention during a Bermuda cruise May 15-20, had originally planned to embark at Charleston. It will be necessary, however, for the dealers to board the ship at Norfolk instead and return to that port.

On the same day that the South Carolinians return, the North Carolina Automobile Dealers Association will board the same ship at Norfolk for a similar cruise to Bermuda.

Are "Temporary" Taxes To Stay, NADA Asks?

POINTING out that excise taxes on new cars and trucks were termed "temporary" when they were enacted in 1917, raised in 1932 and raised again in 1951, Alton M. Costley of East Point, Ga., chairman of the national affairs committee of National Automobile Dealers Association, last month told the house ways and means committee that the taxes were discriminatory and asked, "How long is temporary?"

The taxes are scheduled to revert to seven per cent on new cars and five per cent on trucks, parts and accessories on April 1, 1954, Costley pointed out.

Alloy Rods Names Texan

Virgil C. Reed, a native of Houston, Texas, has been appointed field representative for Alloy Rods Co. in the Southeastern and Southwestern states. Reed, who has been connected with the

welding industry in both engineering and sales capacities, will headquarter at 7216 La Paseo Drive, Houston.

Ford Experimental Car Will Go to Europe

THE X-100, an experimental convertible built by Ford Motor Co., has been sent to Europe to give continental motorists a look at some futuristic American styling.

The two-passenger convertible

will be exhibited at Paris and London during September and October. It has many unusual features, not only in body styling but in its equipment also, so it is a true "laboratory on wheels" for features that may one day be standard.

Nash Sales Rise

Passenger-car sales by Nash Motors Division during the first seven months of 1953 were 14.88 per cent over the same '52 period.

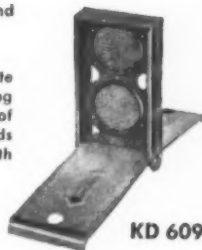
for greater safety



for flares . . . see
K-D's complete line

A few examples of K-D's line of reflector, kerosene and electric flares . . . typical K-D completeness.

KD 609 Heavy duty flare with 3" diameter Red Lucite Plastic Stimsonite lens. Visibility at extremely long distances with wide range from jewel-like sharpness of prism edges. Exceeds ICC and SAE requirements. Folds up like camera. Available singly or set of three with sturdy mounting bracket.



KD 609



KD 610

KD 610 Heavy steel legs grip pavement regardless of wind velocity. Same lens as KD 609. 45° flag staff holders. Sold singly or three in metal box with or without flags.



KD 600-3

KD 601-3 Gangway bracket set of three kerosene flares with extra heavy U-shaped bracket. Dependable burner. 12-hour burning time in rain, snow, or 45-mile wind.



KD 601-3

KD 600-3 Three Saftee kerosene flares in sturdy metal box. 42-oz. pot easy to fill . . . holds flag staff. Burner easy to clean . . . cap chain-fastened. • KD 600-3A includes three flares, fusee tray, and three flags in metal box.

K-D LAMP COMPANY

1910 ELM STREET • CINCINNATI 10, OHIO
WAREHOUSES: CHICAGO • LOS ANGELES • NEW YORK



GET EVERY BRAKE JOB
RIGHT EVERY TIME

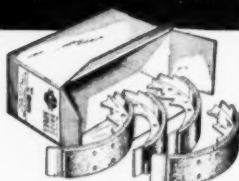
BENDIX**Factory-New* Lined Brake Shoes

- End exchange headaches
- Speed brake repairs
- Assure a known profit
- Protect your reputation for quality

*REG. U.S. PAT. OFF.

BUILT, BACKED AND PACKAGED
BY THE MOST TRUSTED NAME
IN BRAKING

Ask your jobber

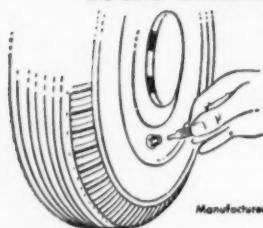


BENDIX PRODUCTS DIVISION of
SOUTH BEND, INDIANA



"FOR HALLOWEEN OR ANYTIME, IT'S HERE! LOCKS AIR IN TIRE!"

HUB CAP LOCK PATENT PENDING LOCKS DELUXE HUB CAP ON WHEEL



Protect your expensive Deluxe
Hub Caps against theft!

Also prevent pranksters from
letting air out of your tires!

Simple to install. Remove valve
cap. Screw Key Kap Lock on with key

Set of 4
with 2 Keys
only
\$2.49
plus tax

Manufactured by KEY KAP CO., 36 Van Cleve St., Dayton 2, Ohio

LOCKS WIRE WHEEL COVERS
KEEPS RIMS FROM SLIPPING

TAKES ONLY A FEW SECONDS TO INSTALL

12 Sets to an attractive counter display card
6 Sets to an attractive counter display card
Individually displayed

Nationally Advertised Product

KEY KAP COMPANY,
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Please give me information regarding sale of Hub Cap Locks.
Have representative call on me.

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CITY _____

ZONE _____

STATE _____

Trouble-Free QUALITY Valve Refacer

If it's made by Lee
it's a "Knock-Out"

MODEL K 403

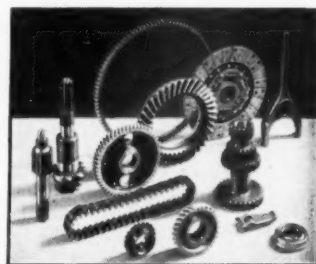


SEE YOUR
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K. O. LEE
DISTRIBUTOR
OR WRITE
FOR
COMPLETE
LITERATURE

K. O. LEE COMPANY, ABERDEEN, SOUTH DAKOTA
WET VALVE REFACERS • VALVE SEAT GRINDER SETS • STUD WRENCHES
VALVE SEAT INSERTS • RESEATER SETS • ELECTRIC DRILLS • SANDERS
ROD ALIGNERS • POLISHERS • HAND GRINDER SETS • REAMER DRIVES



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PARTS
are
Certified to excel



PERFECTION GEAR CO.
HARVEY, ILLINOIS

...VALLEY PRODUCTS MOVE FAST!



Valley Manufacturing Company's liberal discounts provide a profitable, fast moving line of trailer connectors designed to give you a continuing demand. Besides guaranteed strength and handsome appearance Valley offers you:

- Liberal Discounts
 - Freight Charges Deducted from Remittance
 - Liability Insurance on Products
 - Free Replacement of Obsolete Models
 - Display Material Available
- Get the connector "Tailored To Fit Your Car".

VALLEY MFG. CO.,

Lodi, Calif.

REPRESENTATIVES LISTED IN
ADVERTISERS' INDEX

One in Five Has Defective Brakes, Virginia Safety Inspection Reveals

ONE out of every five vehicles checked in Virginia's semi-annual safety inspection earlier this year had defective brakes, it was announced early this month.

One in six vehicles had defective headlights, the check also showed.

These figures were obtained in a spot check of records at 50 of the state's inspection stations and were based on reports on 23,624 vehicles, considered an adequate sampling.

Among the 23,624 vehicles inspected at those stations, there were 16,001 mechanical defects. Some vehicles had a number of defective parts, so that the average was two defects for every three vehicles. A number of vehicles were entirely free of defects, but no tally was kept on them during this particular tabulation.

Of the defective parts included in the tabulation, 9,888 were corrected by adjustment only, while 6,113 required replacement.

The tabulation of actual percentages of defective parts showed the following:

Brakes	19.51%
Headlights	15.18%
Other lights	11.91%

Ford May Try Out Turbine Engine

Ford Motor Co. has plans for highly-secret research on gas-turbine engines for passenger cars, according to a recent report from Detroit.

The research would be undertaken at its expanding \$80,000,000 research center in Dearborn.

The tip-off on the experimentation was a request to the Dearborn city council for permission to close a highway running parallel to the center for "security" reasons.

Gas turbines for cars have been a subject of speculation for some years, with each major experiment along those lines normally resulting in a rash of "pros" and "cons" from other automotive men.

Steering mechanism	6.02%
Signals	4.77%
Exhaust line	4.53%
Windshield wipers	1.96%
Glass (other than windshield)	.88%
Mirrors	.76%
Tag mountings	.60%
Windshields	.49%

The percentage of defects found per vehicle increased from 57.44 per cent during the fall inspection last year to 67.73 per cent in the first 1953 inspection.

Virginia has required semi-annual inspections of vehicles for a number of years.

Barefoot Heads Oklahomans

N. J. Barefoot, Ford dealer, has been elected president of the recently-formed association of automobile dealers at Purcell, Okla.



Barrett Says:

**PLUG THE
BILLION-DOLLAR
HOLE IN THE
AUTOMOTIVE
MAINTENANCE
MARKET...**



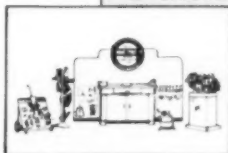
PROMOTE MILEAGE MAINTENANCE OF BRAKES!

- USE THE BARRETT "PEDAL CHECKER"
- PULL A WHEEL
- SELL A COMPLETE BRAKE JOB

New car OWNER MANUALS specify brake maintenance at 5 to 6-thousand mile intervals. National sales of brake work can be increased by a billion dollars if the motoring public is aroused to the need for this regular

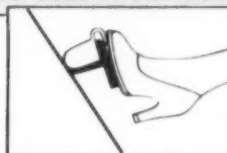
SAFETY SERVICE. It costs no more than lubrication during the life of a car, and safer brakes can reduce accidents and insurance rates. Equip your shop for brake work — promote it and profit.

3 WAYS TO SELL MORE BRAKE SERVICE



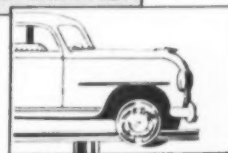
1 Departmentalize and Advertise

A complete Barrett Brake Department quickly pays for itself — speeds work — attracts new customers.



2 Use A Barrett Pedal Checker On Every Car

Use the Pedal Checker as you use the dipstick in lubrication — to open conversation and measure need for brake service.



3 Pull A Wheel And Sell A Complete Brake Job

Include brake service in a package deal. Sell relines, hydraulic supplies and adjustments when you sell wheel packs.

BARRETT EQUIPMENT CO. • 21ST & CASS • ST. LOUIS 6, MO.

ADVERTISERS'

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A

Aaron, Wesley O. 119-164
Accurate Parts Mfg. Co. 105
Accurate Wei-bits Mfg. Co. 182
Acme Air Appliance Corp. 98
A. C. Spark Plug Division
(Spark Plugs) 13, 55
Advertising Council *
Airtex Automotive Corp. *
Alan Sales Co. 98
Allen Elec. & Equip. Co. 59
Albertson & Co. 64
Alomite Division 101
Allied Battery Co. 58
Aluminum Industries, Inc. 60
American Brakeblok Division 30
American Hammered Division 106
Amoco Tools, Inc. 180
Anderson, Andy 100
Andrews Mfg. Co. 174
Anthes Force Oilier Co. 174
Arco Co., The *
Aro Equipment Corp. *
Arrow Armatures Co. 27
Arvin Industries, Inc. 57
Ashton Sales, Inc. 5
Associates Investment Co. 107
Auto Chem. Laboratories 144
Auto-Lite Battery Corp. *
Auto-Test, Inc. 178
Auto Ventshade Co. 139
Automotive Equipment Mfg.
Co. *
Automotive Sales Co. 7, 53
Ayd Co., Don 175

B

Bacharach Industrial
Instrument Co. *
Bailey, David 180
Baker, Wm. 187
Barrett Equipment Co. 187
Bay Mfg. Co. *
Bear Mfg. Company 23
Belden Manufacturing Co. *
Bell, L. W. 182
Bell Co., Inc. 8
Bendix Products Div. 176, 186
Bincent, A. E. 179
Black, R. S. 178
Boehm, Phil 178
Bonney Forge & Tool Works 110
Bower Roller Bearing Co., Div. 10
Bowes "Seal Fast" Corp. 159
Bowles, Stanley D. 144, 176, 186
Brexite Corporation, Inc. *
Bridges-Assoc., Roy 183
Brogan (F. J.) 174, 183
Brooks, W. S. 16
Buegler, Herman H. 152
Buettner, C. M. 142, 183
Buick Motor Division *
Burd, B. B. 37
Butz, Sidney 165

C

Cammann, A. J. *
Carson, Xylander 178
Case, C. C. 139
Casite Division *
Cedar Rapids Engineering Co. *
Challis, James C. 102, 103, 140, 144, 148, 160
Champ-Items, Inc. 150
Champion Laboratories, Inc. 122
Champion Spark Plug Co. *
Chaney, W. C. 37, 150
Cherry Co., McEwen 37, 150
Chevrolet Motors Division *
Chilton, J. K. 186
Chrysler Corp. 95
Chrysler Motor Parts Div. 109
Clark Co., Henry S. 18, 105, 168, 171
Clevite Service, Inc. *
Cochran, F. J. 157

Cole, S. J. *
Cole-Hersee Co. 151
Colvin, H. E. 151
Commercial Credit Co. 99
Commercial Solvents Corp. 112, 113
Connell Co., J. S. 152, 165, 168
Continental Piston Ring Co. *
Copeland, Rudy 178
Cordomatic Division 178
Crabtree, E. L. 184
Craft, E. G. 119, 122, 182
Craig, Hugh M. *
Cranford, Barron 144
Cree, Herb M. *
Crescent Co., Inc. *
Crutcher, Phill S. *
Cullina, R. B. *
Curtis Pneumatic Mch. Co. 11

D

Damron, H. C. 7
Daniell, Johnnie 178, 186, 187, 189
Davison, George 130, 186
Dean Cragh *
DeKoven Mfg. Co. 12
Delco-Remy Division 104
DeSoto Division *
DiCello, Tony 186
Doan Mfg. Co. 142
Dodge Division 14
Doring & Eyer 165
Douglass Muffler Co. *
duPont de Nemours & Co., Inc. *
E. I., Zerone-Zerex Div. 20, 21
Dwiggins, Ford 186

E

Earl, John W. 185
Ebeling, P. H. 15, 180, 184
Ebert, Earl H. *
Echlin Mfg. Co. 33, 34, 35, 36
Eckart, Hugh R. 7
Edwards-Dennis Co. *
..... 37, 50, 171, 184
Egan Mfg. Co., H. B. 178
Els Automotive Corp. 124
Electric Auto-Lite Co.
(General Products) 128, 129
(Merchandising Division) 28, 29
(Parts & Service Division) *
Electric Storage Battery Co. 166, 167
Emerol Mfg. Co. 147
Ethyl Corp. 19
Evans Co., John F. 108

F

F & B Mfg. Co. 53
Federal Mogul Service 25
Federated Metals Div. *
Federated Mutual Implement &
Hardware Insurance Co. 97
Felt Products Mfg. Co. *
Field, Edw. 160
Fitzgerald Mfg. Co. *
Ford Motor Co. 51
Fox Prod. Co. 16, 17
Fram Corporation 118
Friedlander, Jack 124
Fritts, D. L. *

G

Gabriel Company 151
Garberson, D. D. 186
Gardner-Meridith 161
Gatke Corp. 111
Gayle, Clyde L. 108
Gee Gee Sales Co. 177
Gendil, Sam 179
General Elec. Co. (Lamps) 92, 93
General Motors Corp. *

General Sales Assos. 162
Glover, Chas. A. 164
Gojer, Inc. 140
Gordon, W. S. 182
Grant, R. B. 37, 158
Grantello Sales Co. 37, 119
Green, Wm. *
Greenfield Sales Co. 8
Grey-Rock Division *
Griffin Lamp Co. 15
Grizzly Mfg. Co. 125
Guide Lamp Division 6

H

Hardin, L. R. 182
Harvey-Merrithew 180
Hastings Co., The 173
Hastings Mfg. Co.
(Piston Rings) ...Third Cover
(Filter Division) 3
Heard, W. G. 8
Heath, Geo. D. 169
Hockethorn Mfg. & Supply Co. 140
Henderson, Paul J. 186
Herbrand Division 168
Hershey, Maxim 122
Hertzberg, Sam *
Hirsig & Co., Lawrence M.
27, 50, 100, 118, 142, 151, 152,
178, 181, 184, 190
Hirsig-Frazier Co. 18, 169, 179, 184
Hodgman Rubber Co. 177
Hoehler, E. M. 124, 125, 147, 151
Hoffman, A. W. 143, 163
Hogan, Ralph 148
Holland, T. F. 108, 174
Huber, Jerry & Sons 170
Hudson Motor Car Company 149
Huffman Mfg. Co. 15
Hughes, T. D. 15
Hut Mfg. Co. *
Hutchens, Harry C. 180
Hutto, Vaughn 122

I

Imco Mfg. & Sales Co. 151, 180

J

Jackson, S. J., Jr. 160
Janeway-Zwiler 178
Jayne, Albert *
Johnson Bronze Co. 127
Jolly Sales Co., John T. 169, 180
Jones, Heyward 163
Jones, Stafford 160

K

K-D Lamp Company 185
K-D Mfg. Company 143
Katz, Warren and Associates
..... 91, 174, 180
Keen, C. Guy 52
Keller, F. J. 26, 122, 150, 187
Ken-Tool Mfg. Co. 131
Kent-Moore Organization, Inc. 131
Keater Solder Co. 161
Key Kap Company 186
Kidder, Martin *
Kirchens, William *
Kline, B. A. 158
Kline-Porter 108
Kneavel, W. S. 158
Kwik-Ezee, Inc. 184

L

Laher Battery Prod. Corp. *
Laher Tire & Rubber Co., Inc. *

Lamb Co., Russ 27
Lamson & Sessions Co. 170
Lapp, Wm. R. 187
Lasco Brake Products Corp.,
Ltd. 7
Leahy, Edw. L. *
Lee Co., K. O. 186
Lempco Products, Inc. 158
Libbey-Owens Ford Glass Co. *
Lillmar, E. G. 26
Lincoln Engineering Co. 22
Lincoln-Mercury Division 26
Link & Chambers Sales Co. 186
Lisle Corp. *
Longdon, Stan. 108, 143
Lovelady, J. W. 143, 163, 170
Lynn & Hemphill
..... 100, 119, 130, 164
Lyon, W. L. 170, 185
Lutz, W. O. 100

M

MacPhail Co. 178
Major, Jan. 8
Manley Division 123
Manley Valve Corp. 152
Marquette Mfg. Co. 31
Martin-Senour Co. 115
Master Parts Division 179
Maupin, Frank E. 118
Maynard, W. P. *
Means, Paul B.
..... 102, 103, 140, 144, 148, 160
Megginson, Co. 163
Merit Mufflers *
Merryman, F. J. 157
McClintock Sales Co. 98, 157
McColpin-Christie 162
McCord Corporation 2
McDonald & McPherson Co.
..... 8, 122, 169
McGruder, C. R.
..... 102, 103, 140, 144, 148, 160
McHugh, Henry 164
McQuay-Norris Mfg. Co. 120, 121
Miklic, Lewis 168
Miller Mfg. Co. *
Miller Sales Co., Jess 163
Minnich, W. F. *
Miro-Flex Co., Inc. *
Monkey Grip Sales Co. 183
Monroe Auto Equipment Co. 37
Monroe E. R. 184
Moog Industries, Inc. 9
Morley, Chas. C. 183
Mosher, W. A. 15, 163, 185
Motive Equipment Mfg. Co.
Inc. 176

N

NAD Used Car Guide Co. 126
Namaco, Inc. 182
National Automotive Parts
Association *
National Machine Works 171
National Motor Bearing Co.,
Inc. *
Neapco Products, Inc. 157
New Britain Mach. Co. *
Nicholson, Harry 50
Niehoff & Co., C. E. 155
Norton, K. W. *
Nowlin, Frank *

O

Oakite Products, Inc. 182
Oldsmobile Division 153
Olson, Don *
Ottmer-Servier Sales Co. 158
Otto-Items, Inc. 184
Owatonna Tool Co. *
Owen, J. C. 161

INDEX

The Advertiser's Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

P

Packard Elec. Division ..134, 135
Packard Motor Car Co.
Pennzoil Co.
Perfect Circle Corp., Front Cover
Perfect Equip. Co.163
Perfection Gear Co.186
Permatex Co., Inc.1
Perryman, J. R.
Pet. Equipment Co.189
Peters, S. A.182
Peterson Welding Laboratories, Inc.175
Petroleum Chemicals Co.148
Petroleum Solvents Corp.160
Pong, John R.52
Poindexter, C. M.108
Polansky, Max124, 148
Porter-Littell186
Poynter, L. A.186
Price Battery Corp.4
Proto Tools4
Pullman Vacuum Cleaner Corp. 189
Punt, Walter G.184
Pyroil Co.169

Q

Quaker State Oil Refining Co. 56
Quaker Supreme Chemical Co. 184

R

Rajah Company
Ramey Corp.Fourth Cover
Rankin, Joe W.174, 187
Raybestos Division, Second Cover
Reading Batteries, Inc.181
Ritter, Reed186
Robertson, Wm. H.187
Robinson, E. F.102, 103, 140, 144, 148, 160
Rogers, H. M. (Buck)108
Rose, Troy185
Roy & Heiner182
Russell, W. F.102, 103, 140, 144, 148, 160, 182
Russell, H. E.
Rust Master Chemical Corp. .. 50

S

Sabourin, Joe
Sanderson Co., Geo.
Saunders, J. Paul178, 180
Schnair, Harold176, 186
Schneider, A. D.108
Seaboard Ind.26
Seago, Hal108
Sealed Power Corp.62
Sears, Ben182
Sedgwick, Ben
Service Supply Co.156
Shamer, Sam182
Shiplett, F. P.8
Shipp-Payne50, 142, 171
Shirey, William H.
Smith, Don158, 162
Smith, Ray91
Signa-Craft, Inc.108
Snugl Wheel Weight Mfg. Co. 108
Sorensen Mfg. Co., P.114
Southern Automotive Journal. 141
Southern California Muffler Co.160
Southern Friction Materials Co.
Southern Sales Agency154
Southern Sales Co.178
Sparkler Mfg Co.
Sparks-Withington Co.180
Speed Sport Equipment148
Stadoll Mfg. Co.180
Standard Coating Corp.144
Stant Mfg. Co., Inc.164
Stewart-Warner Corp.101

Storm-Vulcan, Inc.
Studebaker Corp.89
Styron & Assoc., Art ...7, 53, 156
Suggs, J. M.185
Sunnens Products Co., Inc. 48, 49
Swanman, M. H.143
Sykes, Carl & Sons144, 189

T

Tapp, James F.180
Tate, J. H.144, 171
Texas Company32
Thermoid Co.61
Tide Water Associated Oil Co. 61
Timken Roller Bearing Co. .. 54
Treasury Dept.
Trico Products43
Triple A. Spec.
Tung-Sol Electric, Inc.154
Turner Mfg. Co.180
Tuttle Co., L. D.Second Cover, 189

U

U. S. Spring & Bumper Co. ...
United Motor Service44, 45, 46, 47
United States Treasury

V

V. M. C. System172
Van Cleeft Bros., Inc.18
Van Norman Co.186
Valley Mfg. Co.184
Vellumoid Company24
Victor Mfg. & Gasket Co.58
Vitalic Battery Co.162
Vogel & Swygard Assos.

W

Wadsworth, F. L. Jr.124
Wagner Electric Corp.42
Walker, A. J.118
Walker Mfg. Co.38, 39, 40, 41
Walker, Sidney
Wallace, Stanley K.
Ware, E. F.
Warner-Patterson Co.119
Watkins, F. C.178
Ways, A. A.186
Westinghouse Elec. Corp. (Lamps)145
Whalen, H. H.147, 151
Whaley, H. A.164
Wilkinson-Wilcox116, 117
Willard Storage Battery Co. 116, 117
Williams, Frank H.98, 174, 183
Williams, Holmes C.148
Williams, N. A. 140, 143, 163, 170
Williams, Wyvel T.180
Winona Tool Mfg. Co.52
Wix Corp.143
Wixson, Ronald H.143
Wooster Rubber Co.102, 103, 140, 144, 148, 160
World Bestos Corp.132, 133

Y

Yankee Metal Products
Yaras, Max

Z

Zecol-Lubaid

Pullman

AUTO - VAC

with flexible ACCORDION HOSE[®]

BEST CUSTOMER PULLER

SINCE FREE AIR



CONVERTS IN 2 SECONDS TO A POWER BLOWER

FIRST CLEANER DESIGNED FOR SELF SERVICE
to bring your customers back again and again

1. No outside bag to snag or tear.
2. Neoprene Accordion Hose stretches to front and back seats without moving.
3. Attractive red enamel steel case.
4. All day capacity 1½ bushels.
5. VERY LOW PRICE.

Mfr: Pullman Vacuum Cleaner Corp., Boston 19, Mass.

Pullman Vacuum Cleaner Corp., Boston 19, Mass.

Without obligation please have local jobber give me five minute demonstration of the Auto-Vac.

SIGNED _____

COMPANY _____

STREET _____

CITY _____

ZONE _____

STATE _____

*There are
profits for you
in these
top automotive
lines*



LAWRENCE M. HIRSIG & CO.
AMERICAN NATIONAL BANK BLDG.,
JACKSONVILLE 7, FLORIDA

**You can
depend on the
lines in this
folder...**

and on the men who carry it!

They are Automotive lines that give you finest quality, greater value and quick turnover. They are produced by basic manufacturers and backed up by outstanding merchandising programs. The Hirsig Organization is made up of a total of 43 men and women trained and experienced in the automotive industry—prepared to render a complete automotive sales service in the South.

Tough but oh so GENTLE



TOUGH ON OIL-PUMPING, GENTLE ON CYLINDER WALLS

Hastings gives you the famous Steel-Vent oil control ring with the right combination of companion rings to meet the particular operating characteristics of each engine. And Hastings gives you the set that's Motor Engineered for replacement service exclusively and for all replacement service—re-bore, re-ring, re-sleeve.



It's gentle because Steel-Vent's two wall-contacting steel sections have rounded edges which provide hairline contact, reduce drag to a minimum.



It's gentle because Steel-Vent's flexible, low-tension innerspring works only against the steel sections—holds them on wall with soft pressure.



It's gentle because the Steel-Vent spacer has extra wide vents that let oil flow through freely for extra cylinder wall lubrication.

IN REGULAR OR CHROME SETS FOR ALL PASSENGER CARS



HASTINGS

STEEL-VENT PISTON RINGS

● Hastings gives you complete coverage for all passenger cars—in regular and chrome sets—Motor Engineered for each make and type of engine, for every engine condition and operating need. Motor Engineered Sets for trucks, buses and tractors, too. Hastings Manufacturing Co., Hastings, Mich.; Hastings Ltd., Toronto. (Piston Rings, Spark Plugs, Oil Filters, Casite, Drout)

Years Ahead 15 YEARS AGO...still years ahead TODAY

...Still nothing like it for

MORE POWER for Car Owners and MORE PROFITPOWER for YOU!

DOUBLE-LIFE

Principle

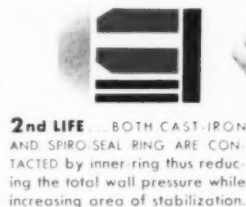
Here's the **MOST CONCLUSIVE PROOF OF ALL...**
that **You Profit ALL-WAYS with RAMCO**

DOUBLE-LIFE is the cornerstone principle that puts you so far ahead in profitpower when you recommend and install Ramco 10-Up rings. Double-Life enables you to get Quick Seating without excessive pressures! You rely on stabilization... not inner-ring pressures on the steel or chrome!

You get all the benefits of All-Purpose Spiro-Seal because of PATENTED RAMCO DOUBLE-LIFE. You never have to worry about selecting the right combination. The one Spiro-Seal ring with inner-ring and full-fledged oil ring does all three jobs... re-bore... usual re-rings... or tough re-rings... and does them all efficiently. See your Ramco Jobber and get the complete story on the original and yet *un-duplicated* RAMCO DOUBLE-LIFE PRINCIPLE... or write Ramsey Corporation, St. Louis 8, Missouri.



1st LIFE... ONLY CAST-IRON RING RECEIVES INNER-RING CONTACT



2nd LIFE... BOTH CAST-IRON AND SPIRO-SEAL RING ARE CONTACTED by inner-ring thus reducing the total wall pressure while increasing area of stabilization.



RAMCO *Quickest Seating* **Piston Rings**

for Chrome call for

RAMCROME

Chrome Plated 10 up

for Regular call for

RAMCO 10 up

The ONLY TWO Ring Sets with RAMCO NO GAP Spiro-Seal Rings